



The Official  
**Black Hills Stock Show**  
 Livestock Sales & Event Guide  
 January 31, 2020 - February 9, 2020

This is the official guide & sales book to the Black Hills Stock Show

20,000 copies printed with distribution through *The Cattle Business Weekly*

**Premium Advertising Options**

Call for availability for these full color premium spots

- Inside Front .....Call for pricing
- Inside Back.....Call for pricing
- Back Cover .....Call for pricing
- Page 1 .....Call for pricing
- Last Page.....Call for pricing

**Black & White Ads, Non-Glossy Pages**

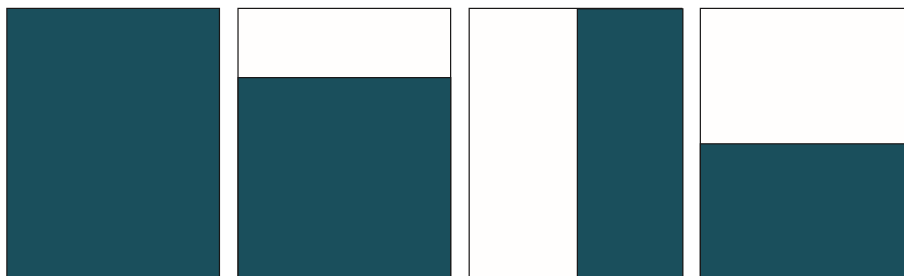
- Full Page..... \$700
- Jr. Page..... \$575
- 1/2 Page..... \$400
- 1/4 Page..... \$225
- 1/8 Page..... \$150

Add \$250 for color ads - Color available on all pages

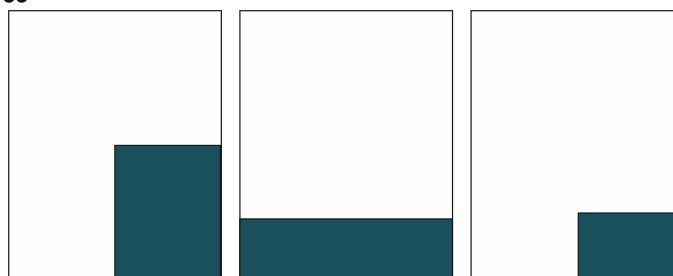
**Picture of sale cattle with lot description.....\$50**

Note: All electronic files should be sent at 300 dpi.

**Black & White Ads, Non-Glossy Pages**



<b>Full Page (no bleed)</b> 7.75" Wide x 10.25" Tall Full Color, Full Page Ad (w/ bleed) 9" W x 11.5" T <b>\$700</b>	<b>Jr. Page Horizontal</b> 7.75" Wide x 7.625" Tall <b>\$575</b>	<b>1/2 Page Vertical</b> 3.75" Wide x 10.25" Tall <b>\$400</b>	<b>1/2 Page Horizontal</b> 7.75" Wide x 5" Tall <b>\$400</b>
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<b>1/4 Page Vertical</b> 3.75" Wide x 5" Tall <b>\$225</b>	<b>1/4 Page Horizontal</b> 7.75" Wide x 2.375" Tall <b>\$225</b>	<b>1/8 Page</b> 3.75" Wide x 2.375" Tall <b>\$150</b>
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**Ad Deadline: Friday, November 6, 2019**



PO Box 700 • Philip, SD 57567  
**605-859-2022**  
 cattle@gwtc.net

Contact a sales representative near you!

Donnie Leddy  
 Stockholm, SD  
 605-695-0113

Jim Scheel  
 Alpena, SD  
 605-545-1521

Ryan Casteel  
 Sturgis, SD  
 605-423-6000

Tony Heins  
 New Salem, ND  
 701-400-4435

Wyatt Schaack  
 Wall, SD  
 308-202-0004