

# Don't be caught by surprise!

Instead of experiencing the stress of rushing around at the last minute, take the time now to mark your calendar with the deadlines for the issues you're interested in. Maybe even give some thought to what event, animal, or topic you want to advertise. And then when the due date comes up in your planner, just send us your ad information, and we'll take care of the rest.

Our thoughtful and energetic staff will be glad to work with you, so that you get the results you want in your advertising campaign.

## Roland Schumaker II

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## Darla Aegerter

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**Plan your schedule for Show Circuit advertising now, and rest assured knowing you're in good hands.**

### Issue Deadlines

Jan/Feb.....	Dec-1
March.....	Feb-1
April (Sire Feature).....	March-1
May (Sire Feature).....	Apr-1
June/July.....	May-10
August (State Fair feature).....	July-1
Fall Sires.....	Aug-10
Sept/Oct.....	Aug-10
Nov/Dec.....	Oct-10
Calendar.....	Oct-10

### Color

Per color	\$90
4-color	\$210

### Sizes

Full page	\$385
1/2 page	\$250
1/4 page	\$175
Bus. Card	\$85
State/group	\$125 per year

5% discount on pre-paid ads!

Things to do

plan advertising

