

# ADVERTISING, SPONSORSHIP & VENDOR PRICING

Midwest Stud Ram Sale PO Box 72 - Milo, IA 50166  
(515) 442-0950 - info@midwestsale.com

www.midwestsale.com

Midwest Stud Ram Sale on Facebook



Breeders promote your **ENTRIES**  
Companies promote you **PRODUCTS**  
to over 5,000 sheep friends at the sale...  
and over 7,000 web viewers watching online!

Choose the sponsorship or advertising package  
that's right for you with rates that fit your budget.

## INDUSTRY & COMMERCIAL SPONSORSHIP



Contact us for customized sponsor packs!  
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### Platinum Level..... \$4,000

- **Extra Large Logo signage** in Show Arenas, Office Areas and Sale Rings
- Mention of sponsorship throughout the Show & Sale Webcast
- DV Auction Banner Ads during Shows and Sales Webcast
- One **Inside Front or Inside Back Cover** in sale catalog
- **Your Choice of Vendor Booth space at no charge**

### Gold Level ..... \$3,000

- **Large Logo signage** in Show Arenas, Office Areas and Sale Rings
- Mention of sponsorship throughout the Show Webcast
- DV Auction Banner Ads during Shows and Sales Webcast
- One **Full Page, Full Color Ad** in sale catalog
- **60% Discount on desired Vendor Booth Pricing**

### Silver Level ..... \$1,800

- **Medium Logo signage** in Show Arenas, Office Areas and Sale Rings
- Mention of sponsorship throughout the Show Webcast
- DV Auction Banner Ads during Shows and Sales Webcast
- One **Half Page, Full Color Ad** in sale catalog
- **40% Discount on desired Vendor Booth Pricing**

## ADVERTISING RATES

**April 20th** - Ad Commitment and Content Due

**May 1st** - Camera Ready Ads DUE (must commit by April 20th)

**10% discount** for ads PAID in FULL by April 20th.

**5% discount** for ads provided camera ready by May 1st.

Ad Size	Black & White	Spot Color	Full Color
2 page	\$1,100	\$1,150	\$1,200
Full page	\$600	\$625	\$650
2/3 page	\$450	\$475	\$500
1/2 page	\$400	\$425	\$450
1/3 page	\$350	\$375	\$400
1/4 page	\$300	325	\$350
Business Card	\$75	*all photo cost are included in the ad price	

## WHERE TO SEND PAYMENT AND CONTENT

Send Payment to:

**Heartland Livestock Services**  
PO Box 72 - Milo, IA 50166

Ad Content or

Camera Ready Ads send to:  
info@midwestsale.com

## BREEDER SPONSORSHIP PACKAGES



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### Elite Breeder Sponsor ..... \$1,600

- **Expanded Logo signage** in Show Arenas, Office Areas and Sale Rings
- Mention of sponsorship throughout the Show Webcast
- DV Auction Banner Ads during Shows and Sales Webcast
- One **Full Page, Full Color Ad** in the sale catalog

### Prime Breeder Sponsor ..... \$1,200

- **Standard Logo signage** in Show Arenas, Office Areas and Sale Rings
- Mention of sponsorship throughout the Show Webcast
- DV Auction Banner Ads during Shows and Sales Webcast
- One **Half Page, Full Color Ad** in the sale catalog

## VENDOR BOOTH PRICING

- **Unit price** is designation of a single booth space
- Includes fee for **Additional Night Security** for the full week

### Outside Space ..... \$185 per unit

### Inside Space ..... \$170 per unit

- Additional **\$40 fee** for **Electricity for the Week**
- Additional **\$50 fee** for **Forklift Use on Site**

## FACEBOOK ADS

- **Outreach** is 8,500 people
- **Includes** 1 ad 2 weeks before the sale and 1 ad the week of the sale.

### Facebook Ads..... \$100

Payment must be received no later than May 1st to guarantee space and location. Specific locations are held for past vendors only until that date, then unclaimed spots will be opened to other vendors. All new vendors will be assigned on a first-come, first-serve basis for open spaces. Absolutely no refunds will be made.



\*Vendors, contact Heartland  
for an official contract.

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**NORTH AMERICA'S GREATEST SHEEP SALE...** Only the Best are sold at Sedalia!