



JERSEY JOURNAL

ADVERTISING MEDIA KIT

We are still the
one — The voice
of the Jersey breed.





Statistics and Demographics

8% Retired Dairy Producers

2% Industry Members



90% Dairy Producers

Herd sizes range from 1 to more than 20,000 cows. Covering more than **200,000 Registered Jersey cows** within our subscription base.

Social Media

14.8K

FOLLOWERS

1,688 13,139

#USJerseyJournal



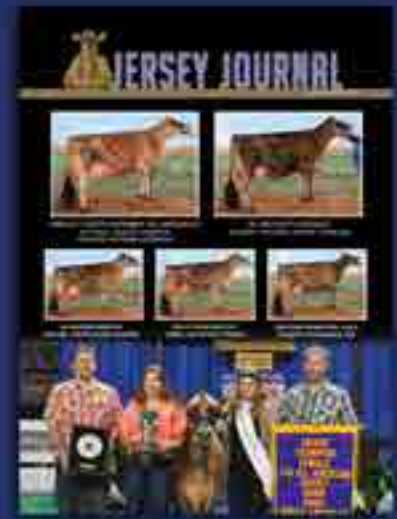
usjerseyjournal.com

Stats for 2021

40K
VIEWS

20K
VISITORS

and growing daily!





2022 Editorial Calendar



JANUARY

All American Review Issue

Close Date:
December 20



FEBRUARY

Year-End Sales Review

Close Date:
January 25



MARCH

Production Issue
Kentucky National Sale and other early spring sales

Close Date:
February 18



APRIL

Spring Sale Preview
Feature your spring sale consignments

Close Date:
March 18



MAY

Annual Meeting Preview
Portland, OR
National Heifer Sale

Close Date:
April 18



JUNE

Leading Living Lifetime Production Contest
Summer sale consignments

Close Date:
May 20



JULY

Close Date:
June 20



AUGUST

Annual Meeting Wrap-Up

Close Date:
July 18



SEPTEMBER

Junior Issue
Top of the World and Dairyland Protein Sales

Close Date:
August 22



OCTOBER

All American Preview
All American and Pot O'Gold Sales

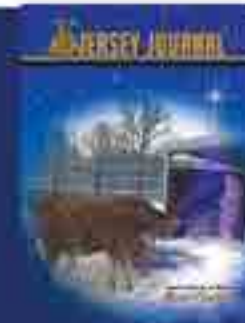
Close Date:
September 19



NOVEMBER

Western National, World Dairy Expo and Mid-Atlantic Regional Shows Featured
All American and Pot O'Gold Sales

Close Date: October 21



DECEMBER

Year-End Wrap-Up

Close Date:
November 21



Advertising Rates and Specs

Rates effective February 2022 issue. Color and 1 link included. No agency discounts allowed.

Breeder Rates

Page Size	12x	Non-Contract
Full page	\$600	\$675
2/3 page	450	515
1/2 page	335	390
1/3 page	235	280
1/4 page	185	205
1/6 page	130	150
Business Card	45	60

Commercial/Industry Rates

Page Size	12x	Non-Contract
Full page	\$640	\$735
2/3 page	490	560
1/2 page	365	425
1/3 page	260	300
1/4 page	205	220
1/6 page	145	165
Business Card	55	75

The online flip style magazine will be published monthly. In addition to placement in the monthly magazine your ad will also appear on the Advertising page of the website and can be placed within 2-3 business days of ad approval. Ads can also be bundled with a banner or side bar ad on the website (see next page for these rates.)

Email Blast

Bi-monthly the *Jersey Journal* will send out emails to subscribers with the latest news. Advertising space available and due by 1st and 15th of the month.

Banner ad: \$300 (728 x 180 pixels)
Small box ad: \$150 (300 x 250 pixels)

Mechanical Requirements
Trim Size 48.5 x 66.5 picas (8" x 11")
Bleed 50 x 68

Full Page
42 x 59.5 (7" x 9 7/8")

2/3 Page
42 x 38.5 (3 column)
27.5 x 59.5 (2 column)

1/2 Page
42 x 29 (3 column)
27.5 x 44.5 (2 column)
20.5 x 59.5 (1.5 column)

1/3 Page
42 x 19.5 (3 column)
27.5 x 29 (2 column)
13 x 59.5 (1 column)

1/4 Page
42 x 13.5 (3 column)
27.5 x 22.5 (2 column)
20.25 x 29 (1.5 column)

1/6 Page
42 x 11.5 (3 column)
27.5 x 13.5 (2 column)
13 x 29 (1 column)

Jersey Journal Shopping Center

A section dedicated to products and services available to dairy producers worldwide.

Ads in this section are available in 1/6 or 1/3 page sizes. Pricing is the same as the respective sizing on the left.

1/6 Page
20.25 x 17.5

1/3 Page
42 x 17.5

JERSEY JOURNAL





Online Advertising Rates and Specs

JERSEY JOURNAL

<https://usjerseyjournal.com/>

Banner ad
728 x 180 pixels

Headline Banner Ads

Premium placement; appear at top of every page beside Jersey Journal logo. These ads rotate through a cycle in a sliding bar.

Side Bar Ads

Appear in right sidebar on every page of website when viewed on the computer. On mobile, they also appear on every page, just further down the page.

These same size of ads can be sold throughout the website for individual pages and have a different pricing structure.

Offering a choice of two March 2022 calves sired by JOEL (Premier Sire at 2021 World Dairy Expo) out of "Vivianne."

Imagine the Potential

Selling at the All American Jersey Sale on November 7!

◀ **Oakfield TBone Vivianne-ET, E-96%**

Large side bar ad
300 x 250 pixels

HEIFER AND COW REDUCTION SALE

Held online via **CowBuyer.com**

Sale opens November 19 and closes **November 23 at 1:00 p.m. (EST)**

Ad rates:	Prime Positions			Others ads on site	
	Sliding Bar (at top)	Side Bar (large)	Side Bar (small)	Large	Small
1-week	\$200	\$100	\$75	\$75	\$50
2-weeks	\$250	\$150	\$125	\$125	\$100
Bundled with ad in monthly magazine	\$75	\$25			

Classified Ads

Appear as short paragraphs in a special section. Charges are based on number of words.

1 week:	\$15 for 20 words	Every word over 20 is an additional \$0.30
2 week:	\$25 for 20 words	Every word over 20 is an additional \$0.40
Month	\$45 for 20 words	Every word over 20 is an additional \$0.50

Sale Catalog Links

\$150 for 2 weeks with link to online catalog through a side bar ad.

Featured Sales Listing <https://usjerseyjournal.com/upcoming-feature-sales/> \$25 sale listing include a logo, sale name, date, time and an email link for customers to request a catalog from you. You can link your online catalog from this page as well for an additional \$75.

Small side bar ad
125 x 125 pixels

9936 D&E
122-JES198
20970

JerseyTags
USJersey



Additional Services

More than just a magazine. Think of us for all your promotional needs.

- Posters/banners
- Logos
- Flyers
- Business Cards
- Farm signs
- Brochures
- Ad design
- Product labels
- Video production

These services are available at an hourly rate of \$75.00 per hour with a minimum charge of \$150. Printing and reproduction charges to be incurred as well.

JerseySites and Landing Pages hosted on USJersey.com

With inexpensive rates, frequent updates and direct access to current performance information, a JerseySite is the ideal means of promoting your herd to potential customers around the clock, seven days a week. With a JerseySite, you get added benefits you will not get anywhere else, like complete pedigrees, full access to our picture database, links to your recent advertisements, videos, etc.-everything you need!

Landing Page - Web presence (1 page)		Annual Renewal
		\$150
Level I - Basic (4 pages or screens)		Annual Renewal
	First year	
Contract Advertiser	\$500	\$200
Non-contract Advertiser	\$650	\$300
Level II - Custom (8 pages or screens)		Annual Renewal
	First year	
Contract Advertiser	\$1,000	\$400
Non-contract Advertiser	\$1,500	\$540



JERSEY JOURNAL

Since 1953, the Official Publication of the American Jersey Cattle Association and National All-Jersey Inc.

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SUBSCRIPTION RATES ONLINE ONLY

- 1 year \$30
- 3 years \$85
- 5 years \$135

Rates Effective January 1, 2022 - ONLINE ONLY