Ritz

THE VITAL SOURCE OF THE AG INDUSTRY

WESTERN FARM, RANCH & DAIRY

Media Kit

WESTERN FARM, RANCH & DAIRY

Welcome!

Thank you for your interest in the ***Western Farm, Ranch & Dairy Magazine***.

Western Farm, Ranch & Dairy Magazine is a full color 8 x 10 magazine with a high gloss cover. Magazine content is generally 40 percent advertising to 60 percent editorial copy including business features, industry, regional and national news.

The magazine is published quarterly with two regional editions–**West/Southwest** and **Rocky Mountain/Heartland**. Coverage for the **West/Southwest** includes: Arizona / California / Idaho / Nevada / New Mexico / Oregon / Utah / Washington. Coverage for the **Rocky Mountain/Heartland** includes: Colorado / Iowa / Kansas / Minnesota / Missouri / Montana / Nebraska / North Dakota / Oklahoma / South Dakota / Texas / Wisconsin / Wyoming.

Western Farm, Ranch & Dairy Magazine is distributed by mail to our subscribers, advertisers and to distribution points such as feed stores, farm implement shops, ag centers, and select distribution at farm and agriculture shows. In addition to the physical distribution, all of our publications are available online for viewing and downloading at **www.ritzfamilypublishing.com** This online feature increases your business exposure thereby maximizing your advertising dollars.

Full color, spot color, and black and white are available for all display ads. In addition, we offer one **FREE** additional color (spot color) for any display ad 1/4th page or larger. With your purchase of a 1/4 page or larger ad, you may include an article and a photo which we will run with your ad at no additional cost. Another **FREE** benefit included with your paid ad (any size) is a hyperlink (weblink) which we place on our website to take potential customers to your website.

Included with your ad purchase (any size), we offer **FREE** graphic design. Already have an ad you would like to use? Great! We can accept most formats. When submitting an ad or materials (logo, photos, etc), please contact us by e-mail or phone via the contact information listed in the above header. You may also visit our website at **www.ritzfamilypublishing.com**

At ***Western Farm, Ranch & Dairy Magazine***, we work hard to provide a comprehensive view of all aspects of the ag industry. This extra effort makes Western Farm, Ranch & Dairy Magazine the vital resource it is—an effective advertising vehicle for your business.

Western Farm, Ranch & Dairy Magazine is one of the best investments you can make when it comes to spreading the word about your business throughout the Western United States agricultural community.

Thanks again for your interest in the ***Western Farm, Ranch & Dairy Magazine***. We look forward to working with you.
Sincerely,

Western Farm, Ranch & Dairy Magazine
1(800) 330-3482, Ext: 101 – kyle@ritzfamilypublishing.com
www.ritzfamilypublishing.com

WESTERN FARM, RANCH & DAIRY

Advertising Sizes/Rates

Full Color Cover Ads

Back	9 H x 7 W	$ 1749.00
Inside Front	9 H x 7 W	$ 1749.00
Inside Back	9 H x 7 W	$ 1749.00

Display Ads

Size	Dimensions	Black & White	1 Additional Color	Full Color
Full Page	9 H x 7 W	$ 1,249.00	$ 1,249.00	$ 1,449.00
2/3 Page (V)	8 3/4 H x 4 1/4 W	$ 959.00	$ 959.00	$ 1,099.00
2/3 Page (Box)	5 3/4 H x 6 1/2 W	$ 959.00	$ 959.00	$ 1,099.00
1/2 Page (V)	8 3/4 H x 3 1/8 W	$ 829.00	$ 829.00	$ 899.00
1/2 Page (H)	4 1/4 H x 6 1/2 W	$ 829.00	$ 829.00	$ 899.00
1/3 Page (V)	8 3/4 H x 2 W	$ 729.00	$ 729.00	$ 799.00
1/3 Page (H)	2 3/4 H x 6 1/2 W	$ 729.00	$ 729.00	$ 799.00
1/3 Page (Box)	4 1/4 H x 4 1/4 W	$ 729.00	$ 729.00	$ 799.00
1/4 Page (V)	4 1/4 H x 3 1/8 W	$ 629.00	$ 629.00	$ 699.00
1/4 Page (H)	3 1/8 H x 4 1/4 W	$ 629.00	$ 629.00	$ 699.00
1/4 Page (Banner)	2 H x 6 1/2 W	$ 629.00	$ 629.00	$ 699.00
1/6 Page (V)	4 1/4 H x 2 W	$ 579.00	$ 599.00	$ 629.00
1/6 Page (H)	2 H x 4 1/4 W	$ 579.00	$ 599.00	$ 629.00
1/6 Page (Box)	2 3/4 H x 3 1/8W	$ 579.00	$ 599.00	$ 629.00
1/8 Page (V)	3 1/8 H x 2 W	$ 479.00	$ 499.00	$ 529.00
1/8 Page (H)	2 H x 3 1/8W	$ 479.00	$ 499.00	$ 529.00
1/12 Page	2 H x 2 W	$ 379.00	$ 399.00	$ 429.00
1/24 Page (BDL)	1 H x 2 W	$ 279.00	$ 299.00	$ 329.00

Classified Ads

Up to 6 lines (34 characters per line). Additional lines are $30.00 per line.	$ 229.00

All prices quoted are in U.S. Dollars, per region and do not reflect the 10% discount for multiple regions.
Western Farm, Ranch & Dairy Magazine reserves the right to change pricing, benefits and sizes without notice.

WESTERN FARM, RANCH & DAIRY

Magazine Distribution – 2027 Farm Shows

Winter/Spring issues: Dec - March

Dakota Farm Show – DakotaDome, Vermillion SD
The Greater Peoria Farm Show - Peoria Civic Center, Peroria IL
Fort Wayne Farm Show – Allen County War Memorial Coliseum Ft. Wayne IN
Sioux Falls Farm Show – Denny Sanford Premier Center, Sioux Falls SD
Iowa Ag Expo - Iowa Events Center, Des Moines IA
KMOT AG Expo – North Dakota State Fair Center, Minot ND
Spokane Ag Expo – Spokane Convention Center, Spokane WA
World Ag Expo – International Agri-Center, Tulare CA
National Farm Machinery Show – Kentucky Exposition Center, Louisville KY
Mid-South Farm & Gin Show – Memphis Cook Convention Center, Memphis TN
Hawkeye Farm Show – UNI-Dome, Cedar Falls IA
Grain Elevator and Processing Society
(GEAPS) Exchange – Minneapolis Convention Center, Minneapolis MN

Summer/Fall issues: June - Sept

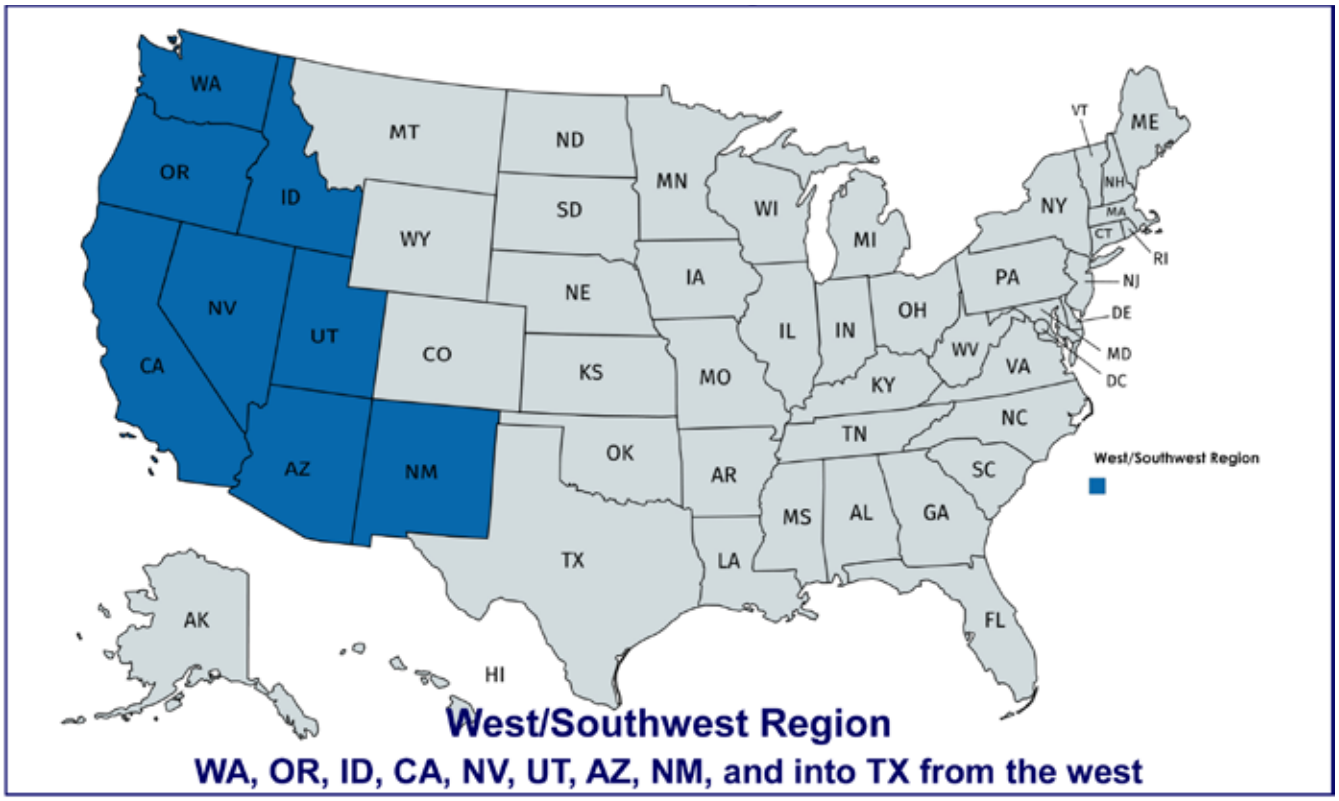
Minnesota Farmfest – Morgan MN
Dakotafest – Mitchell SD
Farm Progress Show – Boone IA
Big Iron Farm Show – Red River Valley Fairgrounds, West Fargo ND
Farm Science Review – The Ohio State University, Columbus OH

Fall/Winter issues: Sept - Dec

Sunbelt Expo – Moultrie, GA
South Texas Farm & Ranch Show – Victoria Community Center, Victoria TX
Willamette Valley Ag Expo – Linn County Fair & Expo Center, Albany OR
Nebraska Power Farming Show – Lancaster Events Center, Lincoln NE
Indiana-Illinois Farm and Outdoor Power
Equipment Show – Indiana State Fairgrounds, Indianapolis IN

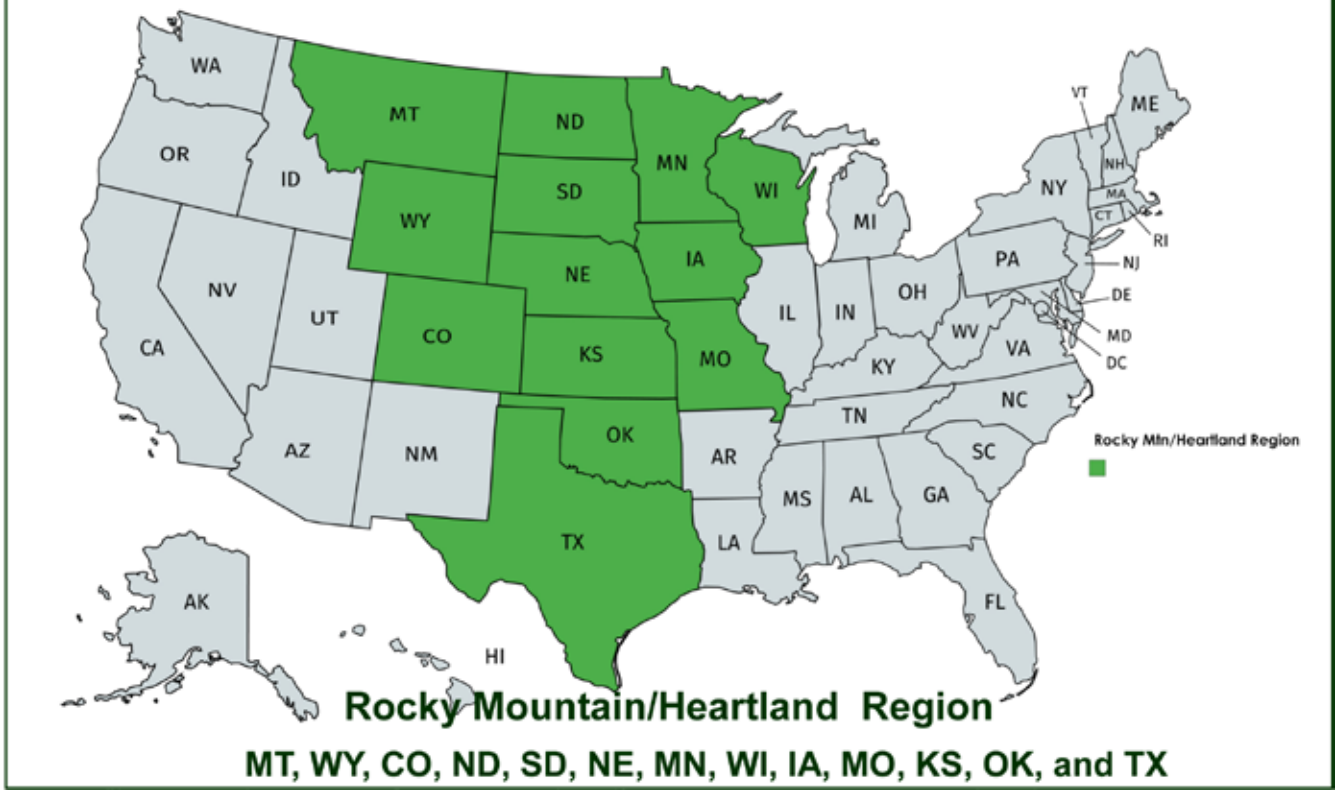
WESTERN FARM, RANCH & DAIRY

Available Regions



West/Southwest Region

WA, OR, ID, CA, NV, UT, AZ, NM, and into TX from the west



Rocky Mountain/Heartland Region

MT, WY, CO, ND, SD, NE, MN, WI, IA, MO, KS, OK, and TX

WESTERN FARM, RANCH & DAIRY

Ad Deadlines & Editorial Calendar

Spring/Summer Issue – Mid March to Mid June

Placement Deadline – January 14th, 2027 Ad Copy Deadline – January 24th, 2027

Magazine Focus: Irrigation, Planting, Livestock and Hay

Summer/Fall Issue - Mid June to Mid September

Placement Deadline – April 22nd, 2027 Ad Copy Deadline – May 2nd, 2027

Magazine Focus: National Dairy Month, Equipment, Irrigation and Pre-Harvest

Fall/Winter Issue - Mid September to Mid December

Placement Deadline – July 15th, 2027 Ad Copy Deadline – July 25th, 2027

Magazine Focus: Harvest, Livestock Sales, Equipment and Seed

Winter/Spring Issue - Mid December to Mid March

Placement Deadline – October 21st, 2027 Ad Copy Deadline – November 3rd, 2027

Magazine Focus: Ag Shows, Pre-Planting, Potatoes, Heating and Seed

Deadlines and editorial focus are subject to change.

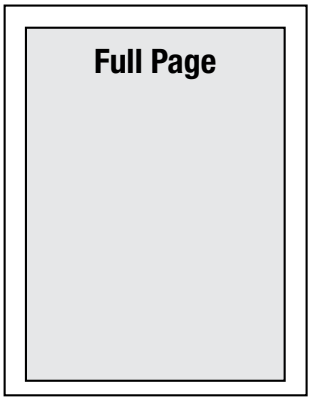
WESTERN FARM, RANCH & DAIRY

Ad/Article Specifications

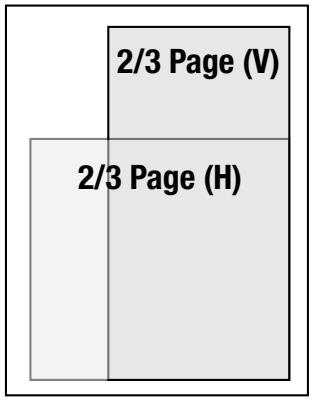
Formatting:
We accept ad layouts, images, photos, etc. in PDF, PSD, EPS JPEG and TIFF formats. Files should be saved in CMYK with a resolution of 300 dpi (dots per inch). Articles should be saved in a text format. Full page ads may include a bleed and should extend 1/4" past the magazine trim (8x10) on all sides. Full page ads not meeting this requirement will be re-sized accordingly to remove bleed from ad. If you are planning to send your files in their native applications, please contact your Account Executive for any potential compatibility issues, fonts, images, etc.

Sending us your ad materials:
Actual photographs may be submitted, but is not recommended. Submitted photos will not be returned unless requested.
We accept most current physical format media. Please be sure to verify the contents prior to mailing. We recommend including a hard copy of your ad for quality control purposes. Large files (up to 25MB) may be submitted via e-mail. We also have FTP (File Transfer Protocol) available.
Demand Positioning: Subject to availability. Please contact your Account Executive for details.

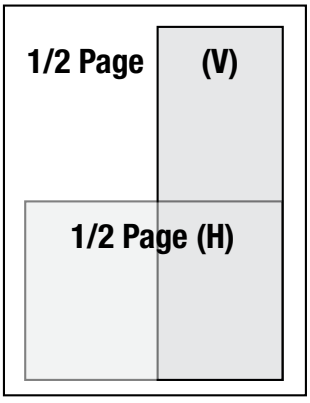
Feel free to contact us with any questions you may have. We look forward to hearing from you!



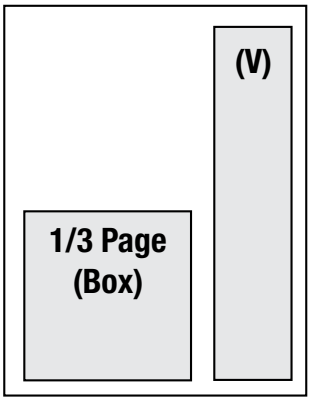
Full Page: 9" x 7"
400-500 word article & 2 photos



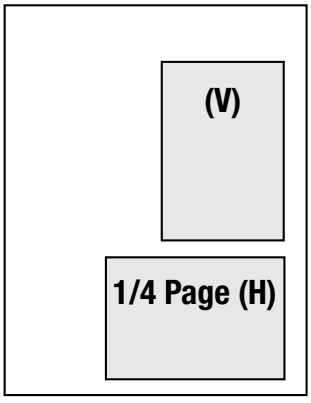
Vertical: 8 3/4" x 4 1/4"
Box: 5 3/4" x 6 1/2"
300-400 word article & 1 photo



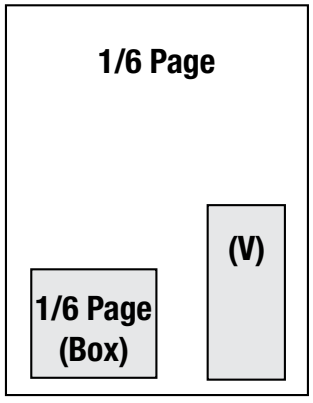
Vertical: 8 3/4" x 3 1/8"
Horizontal: 4 1/4" x 6 1/2"
300-400 word article & 1 photo



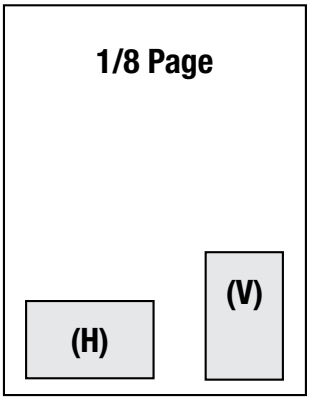
Vertical: 8 3/4" x 2"
Box: 4 1/4" x 4 1/4"
300-400 word article & 1 photo



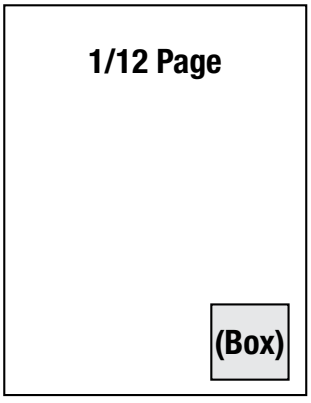
Vertical: 4 1/4" x 3 1/8"
Horizontal: 3 1/8" x 4 1/4"
200-300 word article & 1 photo



Vertical: 4 1/4" x 2"
Box: 2 3/4"x 3 1/8"



Vertical: 3 1/8" x 2"
Horizontal: 2" x 3 1/8"



Box: 2" x 2"

******Just a reminder, we offer FREE graphic design with any ad purchase.******

WESTERN FARM, RANCH & DAIRY

Helpful Article Tips & Our Guarantee

1. Develop a worksheet or an outline:
Start by brainstorming writing down your ideas as they come to you. Some things you may wish to include are: when and why did the business start, how the business developed and became a success, the product or service the company offers, etc. After clarifying what is important, begin to layout the basic structure in logical sequence.

2. Title of the article:
One the most important parts of the writing process is the title of the article. Without it, how do you entice the reader to look at your article? Using your company name or product name in the title may work as product recognition can be key with customers. Introducing the most important benefit of your product or service you offer can grab the reader's attention.

3. Introduction paragraph:
In your article, begin by recognizing your potential customers problem. You might try to grab the readers attention by beginning with a funny, clever or surprising statement. You can also begin the introduction with a question or motivational statement.

4. Body of article:
In your article, tell about the product or service your company offers and go into detail about the specifics and benefits. You are the expert, so let the potential customer know that. Quotes that express the opinions of others or customer testimonials can also be very useful. You may wish to go into your company profile, achievements, goals or reason for the business just make sure it doesn't turn into a mission statement. Adding human interest such as who helped you start, your family and yourself can give the article a personal touch, however, be aware that articles space is limited so focus on what is important to you.

5. Ending paragraph:
Review the important points of the article. You may wish to wrap it up with a catchy phrase or a quote. Be sure to include in the last paragraph your contact information so the potential customer may contact you about your product or service. Hey, they won't buy it if they don't know how to get it, right?

As promised, with your 1/4th page or larger ad, send us your article & photo and we'll run it with your ads at no additional cost. Please submit your article and/or ad copy changes as soon as possible.

Thanks!

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