



## EXPO DAILY EDITION

### WHY ADVERTISE IN THE EXPO DAILY EDITION?

- More than 56,000 attended in 2023. Grab their attention as they come through the gate.
- 71% of attendees are farmers or business professionals.
- More than 18,000 came solely for the trade show. A chance to draw current and prospective customers in; they want to visit with you!
- Premium positioning available.
- Discounted multi-day advertising available.
- Over 550 businesses exhibited at the 2023 Expo; they are your competition!
- A World Dairy Expo tradition in an industry-wide loved publication.

*A link to the online version of the Expo Daily Edition will be emailed out to over 8,500 recipients each day of the Expo!*  
**Ask us about a banner ad in the e-newsletter!!**

**If you want an edge with a new product introduction, promotional speakers/programs and increased booth traffic, consider advertising in the Expo Daily Edition. This is a great tool to help your business thrive!**

**PRINTED  
 SEPTEMBER 30  
 THROUGH  
 OCTOBER 4!  
 AD  
 DEADLINE  
 SEPTEMBER 6**

Ad Sizes (Black and White)	Single Day	Mon.-Fri.
Center Spread 21.5" w X 16.25" h	\$1,758. <sup>05</sup>	\$8,790. <sup>25</sup>
Full Page 10.25" w X 16.25" h	\$1,016. <sup>94</sup>	\$5,084. <sup>72</sup>
1/2 page 10.25" w X 7.875" h	\$640. <sup>47</sup>	\$3,202. <sup>36</sup>
1/3 page 5" w X 10.675" h	\$477. <sup>10</sup>	\$2,385. <sup>48</sup>
1/4 page 5" w X 7.875" h	\$402. <sup>52</sup>	\$2,012. <sup>59</sup>
1/6 page 5" w X 5" h	\$277. <sup>03</sup>	\$1,385. <sup>13</sup>
1/8 page 5" w X 3.75" h	\$207. <sup>17</sup>	\$1,035. <sup>87</sup>
2x2 3.25" w X 2" h	\$99. <sup>45</sup>	\$497. <sup>23</sup>

**COLOR: Add \$150 per day per ad (no discounts).**

Published by

**DAIRY STAR**  
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