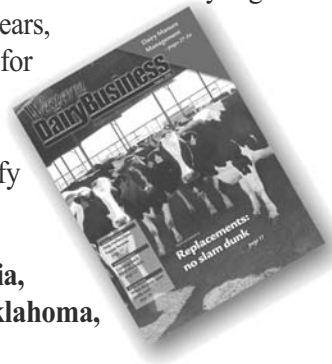


The Key Factor In Conquering The West.

More cows, milk, and money. That's why the West is the nation's number one dairy region serving all producers in the 14 western states. For more than 80 years, *Western DairyBusiness* has been the preferred regional magazine for large-herd, business savvy western dairy producers. We feature the *World Ag Expo Official Dairy Program* in the January issue. And *Western DairyBusiness* is the only regional magazine to verify market coverage with BPA audited circulation.

Serving producers in the 14 western states: Arizona, California, Colorado, Idaho, Kansas, Nevada, New Mexico, Montana, Oklahoma, Oregon, Texas, Utah, Washington and Wyoming.



There's a lot more to circulation than traveling in the



right circles. The DairyBusiness magazines circulation is one of the largest in the dairy industry. Media planners and buyers can't do much better than to choose the DairyBusiness national network of regionally distributed publications. When you have to be in all the right places at the right times, our *Western, Midwest and Northeast DairyBusiness* and *HolsteinWorld* magazines make the perfect choice. And they also deliver more of the ads and more of the regionally generated editorial content the dairy industry wants. Together, they all add up to one conclusion. DairyBusiness is the most relevant media in the dairy business.

Western DairyBusiness Full Edition - B/W (Circulation: 10,492 BPA Audited, June 2007)

	12X	8X	4X	1X
Full Page	2910	3050	3190	3300
2/3 Page	2180	2285	2385	2470
1/2 Page	1895	1985	2070	2140
1/3 Page	1305	1370	1430	1490
1/4 Page	1015	1070	1110	1160
1/6 Page	725	755	795	830
2 Page Spread	5530	5795	6055	6270
1/2 Page Spread	3595	3775	3935	4070

Process color additional: 2/color or 3/color: 200 - 4/color: 400

Combination discount available with ad in World Ag Expo Official Magazine and the January issue

California, Arizona, Nevada Edition - B/W (Circulation: 3,805 BPA Audited, June 2007)

	12X	8X	4X	1X
Full Page	1575	1645	1725	1785
2/3 Page	1180	1235	1280	1335
1/2 Page	1020	1070	1120	1165
1/3 Page	705	740	775	800
1/4 Page	550	570	600	630
1/6 Page	390	410	430	445
2 Page Spread	2990	3140	3275	3395
1/2 Page Spread	1940	2035	2135	2210

Process color additional: 2/color or 3/color: 200 - 4/color: 400