

2022 National Bison Gold Trophy Show & Sale
January 22, 2022 – Denver, CO

2022 Auction Catalog Advertising Rates, Specs, Deadlines & Contact Information

Rates and Sizes:

Premium Pages:

Outside Back Cover - 8 1/2" x 11" - full color only	\$450
Inside Covers - Front - 8 1/2" x 11" full color only	\$350
Inside Covers - Back - 8 1/2" x 11" full color only	\$350

Regular Pages:

Full Page- 7-1/2" x 9-1/2" - Black & White or color	\$300
1/2 Page - 7-1/2" x 4-3/4" - Black & White or color	\$200
1/4 Page - 3-1/2" x 4-3/4" - Black & White or color	\$150
Business Card - 3-1/2" x 2" - Black & White only	\$ 75

Ad Specifications:

300 dpi (266 min.), 150 line screen

Full bleeds on cover (inside and out) advertising (8 1/2" x 11" plus 1/4" gripper)

Interior pages, no bleeds; please use dimensions above.

Camera-ready electronic files only in PDF format (fonts embedded)

We are planning on a full color catalog pending adequate advertising to cover printing costs.

Reservation & Artwork Deadlines:

Reserve space by and have artwork ready by January 1, 2022.

Please e-mail artwork files to buffheard@gmail.com and confirm receipt.

Advertising is reserved on a first-come, first-served basis.

For More Information:

Contact Karen Conley, Buffalo Heard Productions at (605) 381-3738 or buffheard@gmail.com.

