

**2024 National Bison Gold Trophy Show & Sale**  
**January 20, 2024 – Denver, CO**

**2024 Auction Catalog Advertising Rates, Specs, Deadlines & Contact Information**

**Rates and Sizes:**

**Premium Pages, Placement Cost:**

Outside Back Cover - 8 ½" x 11" - full color only	\$450
Inside Covers - Front - 8 ½" x 11" full color only	\$400
Inside Covers - Back- 8 ½" x 11" full color only	\$400

**Regular Pages, Placement Cost:**

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 ½" x 11" plus ¼" 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, 2024.**

Please e-mail artwork files to [buffheard@gmail.com](mailto:buffheard@gmail.com) and confirm receipt.

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

*\*\*Advertising design services are available from Buffalo Heard Productions at an additional cost. Charges shown above are for placement in the catalog only.\*\**

**For More Information:**

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

