

Why go DIGITAL?

Our Sale Mail helps you maximize your marketing efforts by delivering:

- Above-average open rates (all recipients opt-in to receive Sale Mail)
- Limited mailings (we won't burden anyone's inbox)
- A cost-effective, MOBILE-READY tool that reaches over 12,000 people in the livestock industry

Take advantage of this innovative and effective way to promote bull sales, livestock events, ag products, real estate and more with a well-designed promotional message that links to your website or online catalog.



Basic email for advertisers with a print advertising budget: **\$350 per mailing**

Includes one *WLJ* Sale Mail promotion utilizing the print ad that ran in *WLJ* or one of our magazines. *WLJ* Sale Mail can be linked to a single website of the advertiser's choosing.

Custom *WLJ* Sale Mail: **\$450 per mailing**

For advertisers who prefer a custom-designed advertisement with links to multiple websites, photos or videos, *WLJ*'s in-house graphic artists can create an ad to fit your advertising campaign perfectly.

Stand-alone *WLJ* Sale Mail: **\$450-550 per mailing**

For *WLJ* customers who are not advertising their sale in the print edition of *WLJ*, we can still connect you with our extensive list of customers. A basic email advertisement with a single link to the website of your choice is set at \$450 per mailing. Customized advertisements with multiple links: \$550 per mailing.

Design Specs

- 5.5" wide x Up to 12" tall (Same size as this Rate Card)
- 150dpi
- Save file as JPG or PDF

5.5 inches

- Full Color
- 150dpi
- Save as JPG or PDF

Up to 12 inches tall

www.wlj.net • classified@wlj.net • advertising@wlj.net • editorial@wlj.net

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Free online subscription for *WLJ* print subscribers. Online only subscription rate: \$19.99. Periodical subscription rate (U.S. subscriptions): \$50 per year, 2 years \$75, 3 years \$100, single copy price \$1.25.

Rates Effective May 1, 2015