

# Wisconsin Simmental Association

## 2017 Directory Advertising Information

The time has come to print the 2017 WSA Directory. This directory is printed annually providing an up to date list of WSA and WJSA members, as well as various advertisements for both members and commercial businesses. It provides information regarding upcoming events, sales, and shows with a wide range of topics, including the WSA Family of the Year, youth awards, Board of Director contact information, and Performance Cow of the Year.

There are roughly 1000 copies printed of the directory annually which are distributed to members, local businesses, and at the WSA Spring Spectacular Sale, Farm Technology Days, Wisconsin State Fair, World Beef Expo, Midwest Fall Roundup Sale, and various county fairs and livestock shows.

In order for it to be possible to continue to print an annual directory, WSA must have membership and commercial participation through advertisements in the directory. Again this year, WSA board member Lisa Vetsch will be putting the directory together and Johnson Litho Graphics will be printing it for WSA like they have in the past.

### **Ads & payment are DUE to Lisa Vetsch by February 1, 2017**

How you can get your ad to Lisa.....

She can also design a new ad for you!!

**Email:** [lisa@johnsonlitho.com](mailto:lisa@johnsonlitho.com)

**Fax ad to:** 715-832-5120, Attention Lisa

**Mail hard copy ad to:**

Lisa Vetsch  
Johnson Litho Graphics  
2219 Galloway St  
Eau Claire, WI 54703

All ads will be in color and priced per page regardless of being color or black & white. Please specify if you want black & white, understanding it is the same price as listed below.

Full page ad:	\$ 200
Half page ad:	\$ 100
Quarter page ad:	\$ 50
New 1/8 page ad:	\$ 25 (size 2" height x 2.125" width)

### **Please make checks payable to: WSA**

**Payment must be received prior to printing of your ad and can be mailed to Lisa Vetsch at the above address.**

Please contact Lisa Vetsch, via phone at 715-271-5015 if you have questions regarding the ad or to have an ad designed. You can also call Jenny Zimmerman at 715-586-0015 with questions.

*On behalf of the Wisconsin Simmental Association Board of Directors, we would like to THANK YOU for your participation in the 2017 WSA Directory!!*