

CHECKLIST

(For your information only)

<u>Required paperwork due prior to sale</u>	<u>Require paperwork due to Sale Secretary by 5:00 P.M. Thursday, February 15, 2018</u>
<input type="checkbox"/> Entry Form (Postmarked by December 1, 2017)	<input type="checkbox"/> Brand inspection
<input type="checkbox"/> Original registration papers signed for transfer (Postmarked by December 1, 2017)	<input type="checkbox"/> Certificate of Veterinary Inspection (CVI)
<input type="checkbox"/> Comments for consigned bulls in catalog (Due by December 1, 2017)	<input type="checkbox"/> 2017 Fallon Bull Sale Health Form
<input type="checkbox"/> Genetic defect test results (Postmarked by December 1, 2017)	<input type="checkbox"/> Trichomoniasis Test (Lab Report <i>Required</i>)
<input type="checkbox"/> Catalog advertising information (Due by December 1, 2017)	<input type="checkbox"/> Semen Test
<input type="checkbox"/> Pen Assignments (Due by February 1, 2018)	<input type="checkbox"/> BVD Test
	<input type="checkbox"/> Floor Bid (Fill out form at Sale Office)

Sage Signals Newsletter Advertising Rates (Please call for ad size specifications.)	
1/8 page horizontal	\$ 80.00
1/8 page vertical	\$ 80.00
Banner	\$ 85.00
1/4 page	\$100.00
1/4 page tall	\$100.00
1/2 horizontal	\$130.00
1/2 vertical	\$130.00
Full page	\$170.00
Pre-Printed Inserts	
This publication is sent to approximately 560 members. The publication is sent electronically bimonthly. The deadline for ad submission is the 15 th of the month before publication.	

Fallon Bull Sale Catalog Advertising Rates	
Business Card (3.5" w x 2" h)	\$55.00
1/8 Page (3.875" w x 2.4" h)	\$65.00
1/4 Page (3.875" w x 4.9" h)	\$75.00
1/2 Page Horizontal (7.875" w x 4.9" h)	\$90.00
1/2 Page Vertical (3.875" w x 10" h)	\$90.00
Full Page (7.875" w x 10" h)	\$150.00
Inside front or back cover, 1/2 Page Horizontal (7.875" w x 5.125" h)	\$200.00
Inside front or back cover, 1/2 Page Vertical (3.875" w x 10.375" h)	\$200.00
Inside front or back cover, Full Page (7.875" w x 10.375" h)	\$400.00
The sale catalog is published in January of each year. The deadline for your ad copy is December 1, 2017.	

Camera ready ad materials are requested; however, set-up of your ad can be arranged. Should additional set-up time be required, the charge is \$40.00 per hour. Please call for more information.