

## AD SIZES

### FULL PAGE

8.375" x 10.875"  
with .25" bleed

### HALF PAGE

7.375" x 4.8056"

### QUARTER PAGE

3.5556" x 4.8056"

# ADVERTISE TO A TARGETED *BERKSHIRE* AUDIENCE

*The Berkshire News* is a quarterly publication of the American Berkshire Association that will be mailed directly to hundreds of members of the ABA. All issues will be emailed to approx. 3,000 subscribers and published on the ABA website for thousands more to see. The ABA team is eager and excited to partner with you for your advertising needs.

## 2026 Editorial Calendar

ISSUE FOCUS	AD DEADLINE	MAIL DATE	ONLINE DATE
SPRING SALES + YOUNG PIGS	JAN. 14	FEB. 18	FEB. 25
PORK + LOOK AHEAD TO SUMMER	APRIL 8	MAY 13	MAY 20
HERD SIRE ISSUE	JUNE 24	JULY 22	JULY 29
MATERNAL ISSUE + HOLIDAY SEASON	SEPT. 23	NOV. 4	NOV. 11

## Advertisement Rates

PRIME POSITIONS	PRICE PER ISSUE	CONTRACT PRICE
INSIDE FRONT COVER	\$425	\$1,500 save \$200
BACK COVER	\$425	\$1,500 save \$200

PAGE SIZES	PRICE PER ISSUE	CONTRACT PRICE
FULL PAGE	\$350	\$1,250 save \$150
HALF PAGE	\$250	
QUARTER PAGE	\$125	

The American Berkshire Association offers FREE design services to help you create an advertisement that captures your business' brand.

Have an idea for an article, or event that would be perfect to have featured in *The Berkshire News*? We'd love to discuss! Email us to share your ideas.

