

# 2024 MEDIA KIT

## THE FENCE POST

### Frequency

Weekly (Monday)

### Circulation

10,239

### In-State Editors

2

### ROP Splits

None

### Insert Splits

None



EST. 1980

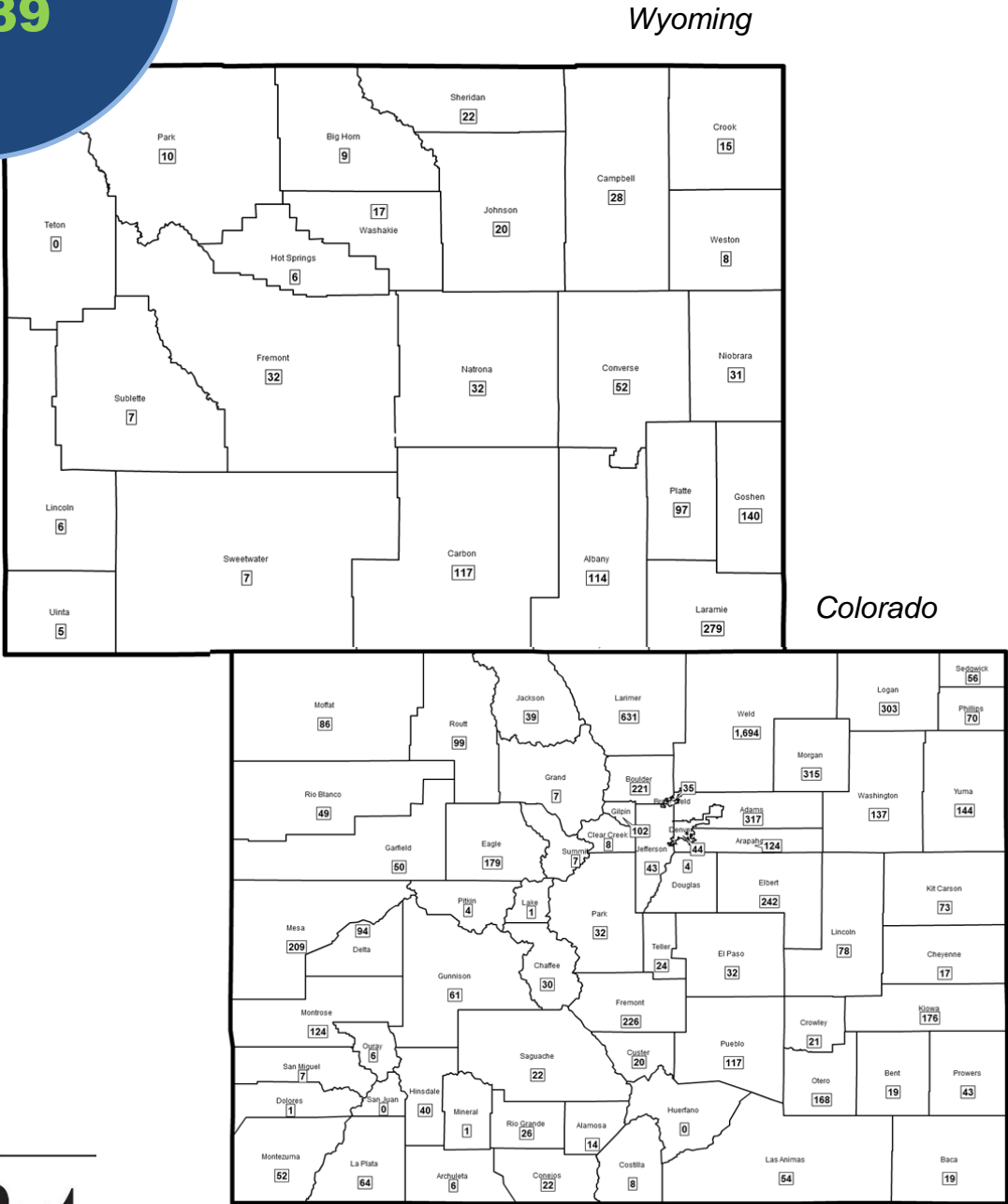
the Fence Post

THEFENCEPOST.COM



# CIRCULATION MAP

**TOTAL  
CIRCULATION  
10,239**



Wyoming

Colorado

EST. 1980

the Fence Post

THEFENCEPOST.COM

# CIRCULATION BY COUNTY

State	County	Circulation
CO	Adams	317
CO	Alamosa	14
CO	Arapahoe	124
CO	Archuleta	6
CO	Baca	19
CO	Bent	19
CO	Boulder	221
CO	Broomfield	35
CO	Chaffee	30
CO	Cheyenne	17
CO	Clear Creek	8
CO	Conejos	22
CO	Costilla	8
CO	Crowley	21
CO	Custer	20
CO	Delta	94
CO	Denver	44
CO	Dolores	1
CO	Douglas	4
CO	Eagle	179
CO	El Paso	32
CO	Elbert	242
CO	Fremont	226
CO	Garfield	50
CO	Gilpin	102
CO	Grand	7
CO	Gunnison	61
CO	Hinsdale	40
CO	Huerfano	0
CO	Jackson	39
CO	Jefferson	43
CO	Kiowa	176

State	County	Circulation
CO	Kit Carson	73
CO	La Plata	64
CO	Lake	1
CO	Larimer	631
CO	Las Animas	54
CO	Lincoln	78
CO	Logan	303
CO	Mesa	209
CO	Mineral	1
CO	Moffat	86
CO	Montezuma	52
CO	Montrose	124
CO	Morgan	315
CO	Otero	168
CO	Ouray	6
CO	Park	32
CO	Phillips	70
CO	Pitkin	4
CO	Prowers	43
CO	Pueblo	117
CO	Rio Blanco	49
CO	Rio Grande	26
CO	Routt	99
CO	Saguache	22
CO	San Juan	0
CO	San Miguel	7
CO	Sedgwick	56
CO	Summit	7
CO	Teller	24
CO	Washington	137
CO	Weld	1,694
CO	Yuma	144

State	County	Circulation
WY	Albany	114
WY	Banner	0
WY	Big Horn	9
WY	Campbell	28
WY	Carbon	117
WY	Converse	52
WY	Crook	15
WY	Fremont	32
WY	Goshen	140
WY	Hot Springs	6
WY	Johnson	20
WY	Kimball	1
WY	Laramie	279
WY	Lincoln	6
WY	Natrona	32
WY	Niobrara	31
WY	Park	10
WY	Platte	97
WY	Sheridan	22
WY	Sublette	7
WY	Sweetwater	7
WY	Teton	0
WY	Uinta	5
WY	Washakie	17
WY	Weston	8

<b>Colorado</b>	<b>6,933</b>
<b>Wyoming</b>	<b>1,055</b>
<b>Nebraska</b>	<b>1,519</b>
<b>Other</b>	<b>732</b>
<b>TOTAL</b>	<b>10,239</b>

EST. 1980

the Fence Post

THEFENCEPOST.COM



# 2023 EDITORIAL CALENDAR & PUBLISHING SCHEDULE

<u>Issue Dates</u>	<u>Mail Date</u>	<u>Space Close at 4PM</u>	<u>Material Close at Noon</u>	<u>Editorial Themes</u>
7/31/23	7/28/23	7/17/23	7/21/23	<i>Local News and Information</i>
8/7/23	8/4/23	7/24/23	7/28/23	Wyoming State Fair
8/14/23	8/11/23	7/31/23	8/4/23	County Fairs
8/21/23	8/18/23	8/7/23	8/11/23	CO State Fair / NE State Fair
8/28/23	8/25/23	8/14/23	8/18/23	CO State Fair / NE State Fair
9/4/23	9/1/23	8/21/23	8/25/23	Weaning
9/11/23	9/8/23	8/28/23	9/1/23	Food Safety
9/18/23	9/15/23	9/4/23	9/8/23	<i>Local News and Information</i>
9/25/23	9/22/23	9/11/23	9/15/23	<i>Local News and Information</i>
10/2/23	9/29/23	9/18/23	9/22/23	<i>Local News and Information</i>
10/9/23	10/6/23	9/25/23	9/29/23	Range Judging / Preg Check/Culling
10/16/23	10/13/23	10/2/23	10/6/23	<i>Local News and Information</i>
10/23/23	10/20/23	10/9/23	10/13/23	<i>Local News and Information</i>
10/30/23	10/27/23	10/16/23	10/20/23	<i>Local News and Information</i>
11/6/23	11/3/23	10/23/23	10/27/23	<i>Local News and Information</i>
11/13/23	11/10/23	10/30/23	11/3/23	MCCook Farm and Ranch Expo
11/20/23	11/17/23	11/6/23	11/10/23	Wyoming Stock Growers
11/27/23	11/24/23	11/13/23	11/17/23	<i>Local News and Information</i>
12/4/23	12/1/23	11/20/23	11/24/23	Christmas
12/11/23	12/8/23	11/27/23	12/1/23	Christmas
12/18/23	12/15/23	12/4/23	12/8/23	Christmas
12/25/23	12/22/23	12/11/23	12/15/23	National Western Stock Show

EST. 1980

the Fence Post

THEFENCEPOST.COM



# 2024 EDITORIAL CALENDAR & PUBLISHING SCHEDULE

<u>Issue Dates</u>	<u>Mail Date</u>	<u>Space Close at 4PM</u>	<u>Material Close at Noon</u>	<u>Editorial Themes</u>	<u>Sections That Run in Every Issue</u>
1/1/24	12/29/23	12/18/23	12/22/23	National Western Stock Show	Commentary; changes weekly, Columns; Lee Pitts, Milo Yield, Rangeviews-Peggy Sanders Features; People, Opinion, Ag Event Calendar, Recipes, Games, Comics, Obituaries, Classifieds, Cattle Markets, Hay Markets
1/8/24	1/5/24	12/25/23	12/29/23	National Western Stock Show	
1/15/24	1/12/24	1/1/24	1/5/24	National Western Stock Show	
1/22/24	1/19/24	1/8/24	1/12/24	Colorado Farm Show	
1/29/24	1/26/24	1/15/24	1/19/24	Buffalo Bill Farm & Ranch Expo	
2/5/24	2/2/24	1/22/24	1/26/24	KNEB Farm & Ranch Expo	
2/12/24	2/9/24	1/29/24	2/2/24	<i>Local News and Information</i>	
2/19/24	2/16/24	2/5/24	2/9/24	Ntl. FFA Week/NE Cattlemens Classic	
2/26/24	2/23/24	2/12/24	2/16/24	Lambs	
3/4/24	3/1/24	2/19/24	2/23/24	Rocky Mountain Horse Expo	
3/11/24	3/8/24	2/26/24	3/1/24	4 States Ag Expo	
3/18/24	3/15/24	3/4/24	3/8/24	Soil Conservation	
3/25/24	3/22/24	3/11/24	3/15/24	Weather Pasture Conditions	
4/1/24	3/29/24	3/18/24	3/22/24	<i>Local News and Information</i>	
4/8/24	4/5/24	3/25/24	3/29/24	<i>Local News and Information</i>	
4/15/24	4/12/24	4/1/24	4/5/24	Farm Labor	
4/22/24	4/19/24	4/8/24	4/12/24	Bull Health/Selection	
4/29/24	4/26/24	4/15/24	4/19/24	<i>Local News and Information</i>	
5/6/24	5/3/24	4/22/24	4/26/24	Branding	
5/13/24	5/10/24	4/29/24	5/3/24	Irrigation/Water	
5/20/24	5/17/24	5/6/24	5/10/24	<i>Local News and Information</i>	
5/27/24	5/24/24	5/13/24	5/17/24	Dairy	
6/3/24	5/31/24	5/20/24	5/24/24	Haying	
6/10/24	6/7/24	5/27/24	5/31/24	Colorado Cattlemens Conv	
6/17/24	6/14/24	6/3/24	6/7/24	Elizabeth Stampede	
6/24/24	6/21/24	6/10/24	6/14/24	Greeley Stampede	
7/1/24	6/28/24	6/17/24	6/21/24	Greeley Stampede	
7/8/24	7/5/24	6/24/24	6/28/24	Local News and Information	
7/15/24	7/12/24	7/1/24	7/5/24	Weather/Drought	
7/22/24	7/19/24	7/8/24	7/12/24	Cheyenne Frontier Days	
7/29/24	7/26/24	7/15/24	7/19/24	Cheyenne Frontier Days	

All closing dates listed are for ROP (run of press) placements.

**No Material extensions offered.**

EST. 1980

the Fence Post

THEFENCEPOST.COM





# 2024 EDITORIAL CALENDAR & PUBLISHING SCHEDULE

<u>Issue Dates</u>	<u>Mail Date</u>	<u>Space Close at 4PM</u>	<u>Material Close at Noon</u>	<u>Editorial Themes</u>	<u>Sections That Run in Every Issue</u>
8/5/24	8/2/24	7/22/24	7/26/24	Local News and Information	Commentary; changes weekly, Columnns; Lee Pitts, Milo Yield, Rangeviews-Peggy Sanders Features; People, Opinion,Ag Event Calendar, Recipes, Games, Comics,Obituaries, Classifieds, Cattle Markets, Hay Markets
8/12/24	8/9/24	7/29/24	8/2/24	County Fairs	
8/19/24	8/16/24	8/5/24	8/9/24	CO State Fair/NE Sate Fair	
8/25/24	8/22/24	8/11/24	8/15/24	CO State Fair/NE State Fair	
9/2/24	8/30/24	8/19/24	8/23/24	Corn	
9/9/24	9/6/24	8/26/24	8/30/24	Food Safety	
9/16/24	9/13/24	9/2/24	9/6/24	Weaning	
9/23/24	9/20/24	9/9/24	9/13/24	Local News and Information	
9/30/24	9/27/24	9/16/24	9/20/24	Local News and Information	
10/7/24	10/4/24	9/23/24	9/27/24	Preg Check/Culling	
10/14/24	10/11/24	9/30/24	10/4/24	Range Judging	
10/21/24	10/18/24	10/7/24	10/11/24	Local News and Information	
10/28/24	10/25/24	10/14/24	10/18/24	Local News and Information	
11/4/24	11/1/24	10/21/24	10/25/24	Local News and Information	
11/11/24	11/8/24	10/28/24	11/1/24	McCook Farm and Ranch Expo	
11/18/24	11/15/24	11/4/24	11/8/24	Local News and Information	
11/25/24	11/22/24	11/11/24	11/15/24	Wyoming Stock Growers	
12/2/24	11/29/24	11/18/24	11/22/24	Local News and Information	
12/9/24	12/6/24	11/25/24	11/29/24	Growers Farm Labor Conference	
12/16/24	12/13/24	12/2/24	12/6/24	Christmas	
12/23/24	12/20/24	12/9/24	12/13/24	Christmas	
12/30/24	12/27/24	12/16/24	12/20/24	National Western Stock Show	

All closing dates listed are for ROP (run of press) placements.

**No Material extensions offered.**

EST. 1980

the Fence Post

THEFENCEPOST.COM



# AD SPECS

Colors Available: Black & white, 4-Color process

Maximum Ink Density: 240%

## Color Specs: CMYK

All black print must be 100% true black, not a 4C-processed black.

**Font Sizes:** Minimum point size for reverse type with a process color fill requires Sans Serif Type, 11 pt. bold or Serif Type, 13 pt. bold for typeface font size

## Ad Sizes (width x height)

1/8 page =	3.639" x 2.2"
1/4 page =	3.639" x 4.45"
1/2 page Vertical=	3.639" x 9"
1/2 Page Horizontal =	7.444" x 4.50"
3/8 Page Vertical=	3.639" x 6.7"
3/8 Page Horizontal =	7.444" x 3"
Jr. Page (2/3 pg Horiz.) =	7.444" x 5.90"
Jr. Page (2/3 pg Vert.) =	5.542" x 9"
Full Page =	7.444" x 9"

*This publication does not sell space by the column inch. All space is sold by Standard Ad Unit (SAU) only. All others will float within SAU space.*

## Hard Copy Address:

Attn: Gay Dawn Rogers - 501 8<sup>th</sup> Avenue  
Greeley, CO 80631

## MEDIA REQUIREMENTS / ACCEPTED FORMATS

Hi-resolution PDF's preferred. Acceptable formats are Adobe Photoshop Version 7.0. All ads must be camera-ready with all fonts embedded. Pictures may be saved as TIFF or JPG files. True Type fonts are not accepted. Please use common POST SCRIPT fonts only (i.e. Helvetica, Times, Goudy, etc.) Our system is InDesign 5.5.

Ad files can be emailed to: **grogers@thefencepost.com** and cc to: **anne@jlfarmakis.com** Large ad files can be sent to **anne@jlfarmakis.com** via WeTransfer (a free internet service):  
[www.WeTransfer.com](http://www.WeTransfer.com)

Ask your Farmakis Sales Representative about Cover Wraps, Inserts, Sponsorships, and other high impact units.

EST. 1980

**the Fence Post**

THEFENCEPOST.COM

