



Dear Business Owners,

Thank you for advertising with us in 2020. Lolli Bros. will continue to provide advertising opportunities in the 2021 horse catalogs, and we look forward to serving you and your business.

Lolli sale attendees continue to look to our owners and office staff for recommendations for everything from truck repair or towing to restaurants and hotels. Here is your chance to reach this market- Lolli Bros. is offering you an opportunity to advertise in our direct mailing publications.

The 2021 schedule will be very similar to 2020. Lolli's will hold horse sales four times a year with a printed catalog. This catalog has 3500+ copies printed and is mailed to customers annually. (600-1000 copies per sale). These catalogs are in high demand and are referred to frequently prior to and during the auction. As an added value to advertisers, this catalog is also available to view on Lolli Bros. website. Copies are held on to long after the sales are complete as a reference for horse buyers and sellers.

We look forward to offering our Macon area community an opportunity to promote their business as well as provide our customers with local, accurate and up-to-date information.

***The deadline for our first catalog is January 25!***  
***Please contact us soon if you would like your***  
***ad placed in our catalog!***

## Lolli Bros. Horse Catalog Advertising Insertion Order

Business Name \_\_\_\_\_

Run Date \_\_\_\_\_

Contact Name \_\_\_\_\_

Ad Size \_\_\_\_\_

Phone \_\_\_\_\_

Price \_\_\_\_\_

E-Mail: \_\_\_\_\_

### **2021 Publication Dates & Deadlines**

March Catalog (March 5-6)      January 25

May Catalog (May 1)              March 25

Sept. Catalog (Sept. 4-5)        July 25

Nov. Catalog (Nov. 6)            Sept. 25

**Ad Content:**

**1/16 page 1.25x3.5**

**\$10**

**1/8 page 2.5x3.5**

**\$20**

**¼ page 5x3.5**

**\$40**

**1/4 page 2.5x7.5**

**\$40**

**1/2 Page *vertical* 3.5x9.75**

**\$80**

***Color Available for additional cost-limited spaces***

**Full Page 7.5x9.75**

**\$150**

**1/2 Page *horizontal* 7.5x5**

**\$80**

**Lolli Bros. Livestock Market Inc.**

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