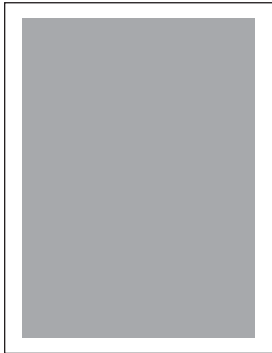


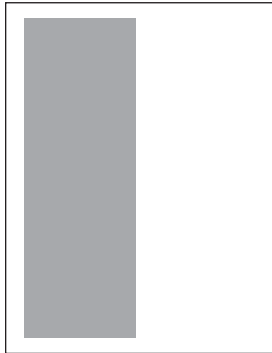
# Commercial Advertising Rates

Commercial Rate Card No. 32

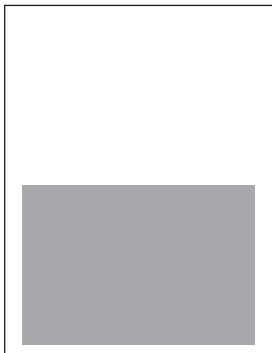
## SHAPES



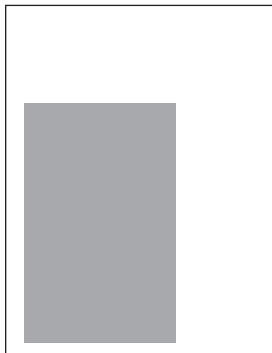
**1 PAGE**  
7" w X 10" d



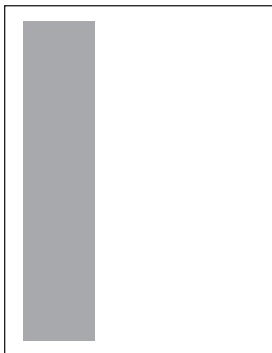
**1/2 PAGE VERTICAL**  
3 5/16" w X 10" d



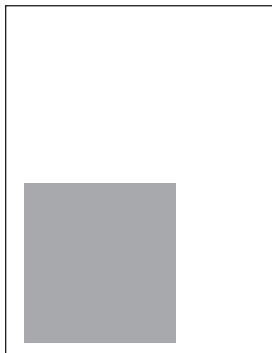
**1/2 PAGE HORIZONTAL**  
7" w X 5" d



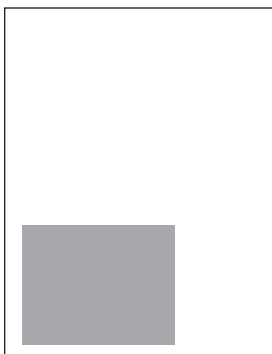
**1/2 PAGE ISLAND**  
4 1/2" w X 7 1/2" d



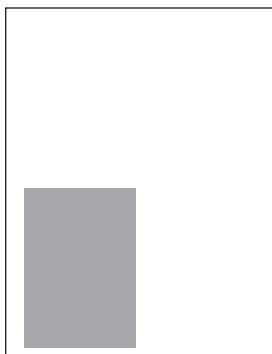
**1/3 PAGE VERTICAL**  
2 1/8" w X 10" d



**1/3 PAGE SQUARE**  
4 1/2" w X 5" d



**1/4 PAGE HORIZONTAL**  
4 1/2" w X 3 3/4" d



**1/4 PAGE VERTICAL**  
3 5/16" w X 5" d

# The Cattleman

1301 W. Seventh St., Suite 201  
Fort Worth, TX 76102-2660  
800-242-7820 Office, 817-332-5446 Fax

## Commercial Advertising Rates

One Page	\$1,600.00
2/3 Page	1,000.00
1/2 Page	700.00
1/3 Page	465.00
1/4 Page	350.00
One Inch	50.00
Classified	\$1.00 per word

## Color

Standard Color	\$ 350.00
Matched Color (PMS)	600.00
Metallic	700.00
4-Color	1,000.00

## Premium for Covers

(4-Color Only)

Inside Front	\$ 400.00
Inside Back	400.00
Back	1,000.00

Complete, detailed information on discounts, commission, inserts, mechanical requirements and contract regulations on reverse side.

For more information, call **800-242-7820**

or visit our web site: [www.thecattlemanmagazine.org](http://www.thecattlemanmagazine.org)

**Ellen H. Brisendine**, editor,

ehbrisendine@tscra.org

**Anita Braddock**, commercial advertising sales,

anita@tscra.org

**Hannah Tabor**, advertising coordinator,

htabor@tscra.org

## MAILING INSTRUCTIONS

Send insertion orders and all advertising materials (except for pre-printed inserts—see insert instructions, section 8) to:  
Ellen H. Brisendine, editor, 1301 W. Seventh St., Suite 201  
Fort Worth, Texas 76102-2660.

## 1. PERSONNEL

Ellen H. Brisendine, editor  
Dianne Long, systems/operations manager

Anita Braddock, commercial advertising sales  
Hannah Tabor, advertising coordinator

## 2. COMMERCIAL ADVERTISING RATES (Per Insertion)

	1 Time	6 Times	12 Times
One Page	1,600.00	1,550.00	1,450.00
2/3 Page	1,000.00	970.00	920.00
1/2 Page	700.00	685.00	650.00
1/3 Page	465.00	450.00	425.00
1/4 Page	350.00	335.00	320.00
One Inch	50.00	48.00	45.00

- Benefit of frequency discounts is secured only when commitment to 6 or 12 insertions is made in advance; discounts are applied to the space rate only.
- Spreads are considered two insertions.
- Rates are for press-ready ads only. If *The Cattleman* produces the ad, production charges will be added. For line art scans, add \$10 each; for photo scans less than page size, add \$30 each.

### 3. COLOR

- Standard Color (red, green, blue, yellow, orange, brown available) or Process Color: \$350 additional for each color, per page or portion thereof.
- Matched Color (PMS): \$600 additional per page or portion thereof.
- Metallic: \$700 additional per page or portion thereof.
- 4-Color: \$1,000 additional per page or portion thereof.

### 4. COMMISSION

- Agency commission: 15%.

### 5. SPECIAL HANDLING

- Advertisers requesting extra advertising materials for other publications or personal use will be charged \$50 per ad per CD or \$50 per ad for one-time (or time-limited) access to the advertisers ad files on *The Cattleman* ftp site. This service available only on ads placed in *The Cattleman*.
- Unless production materials are requested to be returned within one year of date of insertion, they will be discarded.
- Advertising proofs will be sent on request only if all material (photos, logos and copy) is in *The Cattleman* office by deadline — Last day of the month, two months prior to publication (for example, November 30 for the January issue).

### 6. CLASSIFIED ADVERTISING

- By-the-Word Classified Advertising: \$1 per word, per issue; \$10.00 minimum.
- Display Classified Advertising: \$50 per column inch, per issue. Maximum size display ad allowed in classified section 1/4 page.

### 7. COVERS/SPECIAL POSITIONS

- Covers and guaranteed special positions by reservation only. Phone editor re availability.
- Covers are 4-color only.

### 8. INSERTS/GATE FOLDS

- Pre-printed inserts will be billed at the black and white rate for one page, plus \$800 for each additional page. Any sheet smaller than page size will be billed at the page rate. Call for estimate on back-up charge(s) and delivery instructions.
- Gate Folds: Contact editor for estimate.
- Two-Page Insert: 8-1/4" x 11-1/8" bleed, trims to 8" x 10-7/8" (1/8" off top, 1/8" off foot, 1/8" off gutter and outside edge. Keep live matter 1/4" from gutter). Four-Page Insert: 16-1/2" x 11-1/8" bleed, trims to 16" x 10-7/8". Four-Page Gate Fold: 15-1/2" x 11-1/8" flat. Folded binding page trims to 7-3/4" x 10-7/8". Inquire as to quantity needed.

trims to 8" x 10-7/8" (1/8" off top, 1/8" off foot, 1/8" off gutter and outside edge. Keep live matter 1/4" from gutter).

Four-Page Insert: 16-1/2" x 11-1/8" bleed, trims to 16" x 10-7/8". Four-Page Gate Fold: 15-1/2" x 11-1/8" flat. Folded binding page trims to 7-3/4" x 10-7/8". Inquire as to quantity needed.

d. Weight of paper should not be more than 100-pound stock. Color of stock or inks is optional. All applicable postal requirements must be met.

e. Deadline for receipt of all inserts is the last of the month, two months prior to publication.

f. Material should be sent folded to bleed page size. Costs incurred by folding or trimming prior to insertion will be added to the cost of the insert.

g. Sample and instructions should be sent to *The Cattleman* office, 10 days before deadline. Copy subject to approval before insertion.

### 9. PREFERRED MATERIALS

- Electronic files on disk or sent via e-mail must include native QuarkXPress, Adobe InDesign, Adobe Illustrator or Adobe Photoshop files; pdf, eps or tiff file — including all support files such as logos, images, screen and printer fonts (PostScript fonts only, no TrueType).
- All images must be composite CMYK high resolution (minimum of 266 DPI). If using a digital camera, shoot at highest quality mode (1200x800 minimum). A digital proof or laser must accompany the supplied ad. Contact systems manager if you need more information.
- The Cattleman* reserves the right to rebuild ads which do not meet its specifications or standards of quality; production charges will be added to space charges. Typefaces will be matched as closely as possible from *The Cattleman's* selection of fonts.

### 10. MECHANICAL REQUIREMENTS

- Full page live space 7" wide x 10" deep.
- Page: 8-1/4" x 11-1/8" bleed; 8" x 10-7/8" trim. Two-Page Spread: 16-1/2" x 11-1/8" bleed; 16" x 10-7/8" trim. Allow 3/8" safety margin for reading matter.
- One column, 2-1/8" wide; two columns, 4-1/2" wide; three columns, 7" wide.
- Half pages available in three sizes: 7" wide x 5" deep, 4-1/2" wide x 7-1/2" deep, 3-5/16" wide x 10" deep. Half page spread is 16.25" x 5.5114" bleed to bottom. Half page spread live area for each page is 7" x 4.938".
- Quarter pages available in two sizes: 3-5/16" wide x 5" deep, 4-1/2" wide x 3-3/4" deep. Eighth page: 3-5/16" wide x 2-1/2" deep. Other sizes in increments of an inch only.
- Depth of Column: 10 inches.

g. Publication is printed web offset.

h. Publication is perfect bound; jogs to head.

### 11. ISSUANCE, CLOSING AND CANCELLATION DATES

- Published monthly on the first.
- Closing date for mechanical material and copy is the Last day of the month, two months prior to publication (for example, November 30 for the January issue).
- Not cancellable after the last day of the month, two months prior to publication (for example, November 30 for the January issue).

### 12. CIRCULATION INFORMATION

- Member Audit Bureau of Circulations and Livestock Publications Council.
- Livestock magazine serving purebred and commercial beef cattle producers, horseproducers, natural resources, managers and feedlot operators.
- Circulation Area: 85% in Texas; scattered in other range cattle states.
- Subscription Price: \$25 per year. Single copies \$4. International, one year, \$40. Airmail extra.

### 13. CONTRACT AND COPY REGULATIONS

Advertising accepted under the following Standard Rate and Data Service regulations:

- Publisher reserves exclusive right to accept or reject advertising material submitted for publication.
- Benefit of time or space discounts secured only by contract for same signed in advance; otherwise discounts or rebates will not be allowed.
- Contracts may be discontinued by either party on 30 days' written notice (contingent on specifications of item d).
- Cancellation of space or time contracts (by publisher or advertiser), in whole or in part, forfeits the right to position protection and/or the contract rate, readjusting the rate on past and subsequent insertions to conform with the actual space used at current rates.
- Orders at current rates acceptable for not more than one year in advance of last issue closed.
- Till forbid orders do not hold rate.
- The word "advertising" will be placed with copy which, in the publisher's opinion, resembles editorial matter.
- The use of the body type of the publication is not permitted.
- The publisher reserves the right to give better position than specified in the order, at no increase in rate.
- Publisher reserves the right to hold advertiser and/or its advertising agency jointly and severally liable for such monies as are due and payable to the publisher.