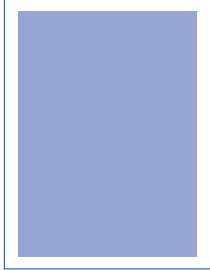


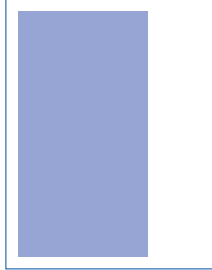
The Cattleman

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

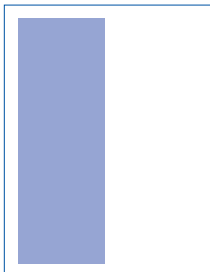
SHAPES



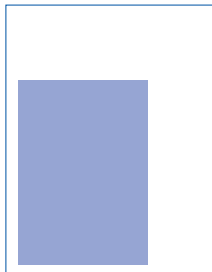
1 PAGE
7"w X 10"d



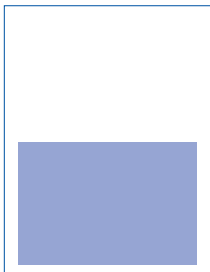
2/3 PAGE VERTICAL
4.5"w X 10"d



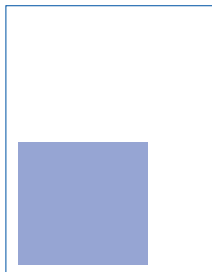
1/2 PAGE VERTICAL
3-5/16"w X 10"d



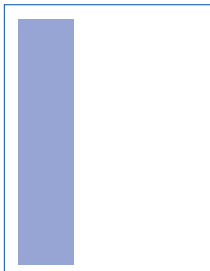
1/2 PAGE ISLAND
4-1/2"w X 7-1/2"d



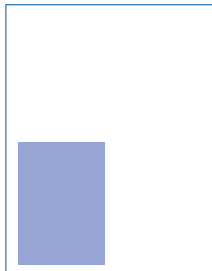
1/2 PAGE HORIZONTAL
7"w X 5"d



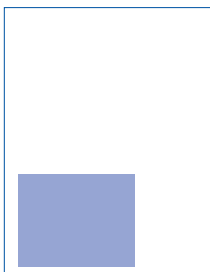
1/3 PAGE SQUARE
4-1/2"w X 5"d



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



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



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

Commercial Print 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 website, thecattlemanmagazine.com

Ellen H. Brisendine, editor, ehbrisendine@tsra.org

Technical Support:

Dianne Long, systems/operations manager, dlong@tsra.org

Kristin Hawkins, web content manager, khawkins@tsra.org

Client Support:

Sheila Nab, advertising sales, snab@tsra.org
 (specializing in commercial advertising, horses and wildlife)

Blake Denbow, advertising sales, bdenbow@tsra.org
 (specializing in beef breeds, feedyards, auction markets and AI/ET services)

Clay Murray, independent sales consultant, Spur Mercantile,
clay@spurmercantile.com

Ben Habig, independent sales consultant, Spur Mercantile,
ben@spurmercantile.com

Christina Sebesta, advertising coordinator, csebesta@tsra.org

MAILING INSTRUCTIONS

Send insertion orders and all advertising materials to your advertising sales representative, or to:

Ellen H. Brisendine, editor, ehbrisendine@tsra.org

1301 W. Seventh St., Suite 201, Fort Worth, TX 76102-2660

See section 7 on the reverse side for instructions regarding pre-printed inserts and special projects.

The Cattleman

1. COMMERCIAL PRINT 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

- a. 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.
- b. Spreads are considered two insertions.
- c. Rates are for press-ready ads only. If *The Cattleman* produces the ad, production charges will be added for line art or photo scans. Photo retouch requests are charged at a rate of \$30 per hour for black and white; \$60 per hour for color.
- ### 2. COLOR
- a. Standard Color (red, green, blue, yellow, orange, brown available) or Process Color: \$350 additional for each color, per page or portion thereof.
- b. Matched Color (PMS): \$600 additional per page or portion thereof.
- c. Metallic: \$700 additional per page or portion thereof.
- d. 4-Color: \$1,000 additional per page or portion thereof.
- ### 3. COMMISSION
- a. Agency commission is 15%.
- ### 4. SPECIAL HANDLING
- a. 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*.
- b. Unless production materials are requested to be returned within one year of date of insertion, they will be discarded.
- c. 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).
- ### 5. CLASSIFIED ADVERTISING
- a. By-the-Word Classified Advertising: \$1 per word, per issue; \$10.00 minimum.
- b. Display Classified Advertising: \$50 per column inch, per issue. Maximum size display ad allowed in classified section 1/4 page.
- ### 6. COVERS/SPECIAL POSITIONS
- Covers and guaranteed special positions by reservation only. Phone editor re availability.
- a. Covers are 4-color only.
- ### 7. INSERTS/GATE FOLDS
- a. 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.
- b. Gate Folds: Contact editor for estimate.
- c. 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.
- 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 in *The Cattleman* office – Last day of the month, two months prior to publication (for example, November 30 for the January issue).
- 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.
- ### 8. PREFERRED MATERIALS
- a. Electronic files on disk or sent via email 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).
- b. All images must be composite CMYK high resolution (minimum of 266 DPI). If using a digital camera, shoot at highest quality mode (1200 x 800 minimum). A digital proof or laser must accompany the supplied ad. Contact systems manager if you need more information.
- c. *The Cattleman* reserves the right to rebuild ads that 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.
- ### 9. MECHANICAL REQUIREMENTS
- a. Full page live space 7" wide x 10" deep.
- b. 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.
- c. One column, 2-1/8" wide; two columns, 4-1/2" wide; three columns, 7" wide.
- d. Two-third page: 4-1/2" wide x 10" deep. 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 5.5144" bleed to bottom. Half page spread live area for each page is 7" x 4.938".
- e. 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.
- e. Depth of Column: 10 inches.
- f. Publication is printed web offset.
- g. Publication is perfect bound; jogs to head.
- ### 10. ISSUANCE, CLOSING AND CANCELLATION DATES
- a. Published monthly on the first.
- b. Closing date for mechanical material and copy in the *The Cattleman* office by deadline – Last day of the month, two months prior to publication (for example, November 30 for the January issue).
- c. Not cancellable after the last day of the month, two months prior to publication (for example, November 30 for the January issue).
- ### 11. CIRCULATION INFORMATION
- a. Member Audit Bureau of Circulations and Livestock Publications Council.
- b. Livestock magazine serving purebred and commercial beef cattle producers, ranch horse industry, natural resources, managers, stockers and feedlot operators.
- c. Circulation Area: 85% in Texas; scattered in other range cattle states.
- d. Subscription Price: \$35 per year. Single copies \$5. International, one year, \$50. Airmail extra.
- ### 12. CONTRACT AND COPY REGULATIONS
- Advertising accepted under the following Standard Rate and Data Service regulations:
- a. Publisher reserves exclusive right to accept or reject advertising material submitted for publication.
- b. Benefit of time or space discounts secured only by contract for same signed in advance; otherwise discounts or rebates will not be allowed.
- c. Contracts may be discontinued by either party on 30 days' written notice (contingent on specifications of item d).
- 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.
- e. Orders at current rates acceptable for not more than one year in advance of last issue closed.
- f. Till forbid orders do not hold rate.
- g. The word "advertising" will be placed with copy that, in the publisher's opinion, resembles editorial matter.
- h. The use of the body type of the publication is not permitted.
- i. The publisher reserves the right to give better position than specified in the order, at no increase in rate.
- j. 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.

Ellen H. Brisendine, editor, ehbrisendine@tscra.org

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