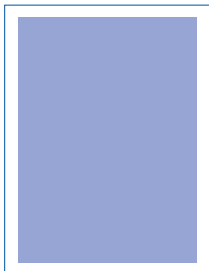


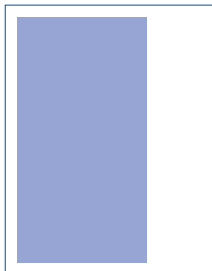
The Cattleman

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

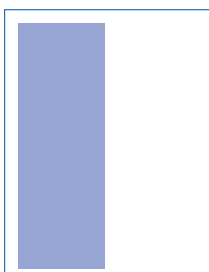
SHAPES



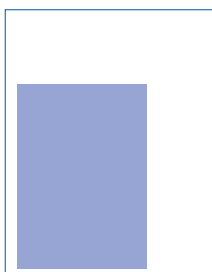
1 PAGE
7" w X 10" d



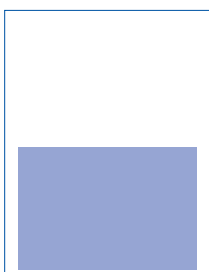
2/3 PAGE VERTICAL
4.5" w X 10" d



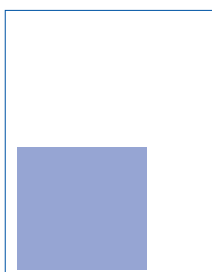
1/2 PAGE VERTICAL
3-5/16" w X 10" d



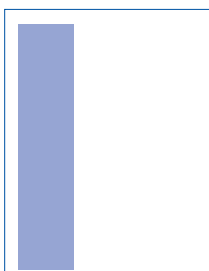
1/2 PAGE ISLAND
4-1/2" w X 7-1/2" d



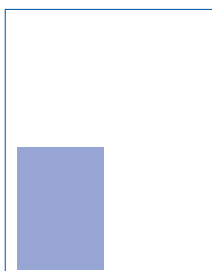
1/2 PAGE HORIZONTAL
7" w X 5" d



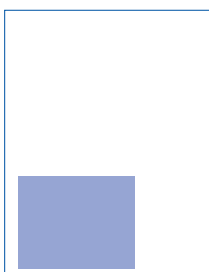
1/3 PAGE SQUARE
4-1/2" w X 5" d



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

Livestock Print Advertising Rates

Breeder Bulletin Board	35.00
One Page	960.00
2/3 Page	640.00
1/2 Page	480.00
1/3 Page	320.00
1/4 Page	240.00
One Inch Classified	32.00
	1.00 per word

Color

Standard	200.00
Matched (PMS)	300.00
Metallic	500.00
4-Color	600.00

Premium for Covers (4-Color Only)

Inside Front	300.00
Inside Back	300.00
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

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Technical Support:

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

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

Client Support:

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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. LIVESTOCK PRINT ADVERTISING RATES (Per Insertion)

	1 Time	6 Times	12 Times
One Page	960.00	930.00	870.00
2/3 Page	640.00	620.00	580.00
1/2 Page	480.00	465.00	435.00
1/3 Page	320.00	310.00	290.00
1/4 Page	240.00	232.50	217.50
One Inch	32.00	31.00	29.00

- 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 as 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: \$200 additional for each color, per page or portion thereof.
 - b. Matched Color (PMS): \$300 additional per page or portion thereof.
 - c. Metallic: \$400 additional per page or portion thereof.
 - d. 4-Color: \$600 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: \$32 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 \$600 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.
 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 (1200x800 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. 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.
 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 resource 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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Christina Sebesta, advertising coordinator, csebesta@tscra.org

- f. Publication is printed web offset.
- g. Publication is perfect bound; jogs to head.