

# The Cattleman

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

## Digital Advertising Rates

### Digital Advertising Rates

Banner	500.00
Button	225.00

### Digital and Print Bundle Advertising Rates

Banner	175.00
Button	75.00

*All digital advertising rates are net.*

Bundle rate is available to advertisers who have spent \$240.00 or more in the last 12 issues of *The Cattleman* magazine, or who have a 6-time or 12-time contract with *The Cattleman* magazine.

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

### TITLES:

#### **TSCRA News Update**

(daily newsletter emailed to TSCRA members)

**thecattlemanmagazine.com**

### SHAPES and SIZES

#### **BANNER**

468 X 60 pixels



#### **BUTTON**

150 X 150 pixels



For more information, call **800-242-7820**  
or visit our website, **thecattlemanmagazine.com**

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

#### **Technical Support:**

**Dianne Long**, systems/operations manager, dlong@tscra.org

**Kristin Hawkins**, web content manager, khawkins@tscra.org

#### **Client Support:**

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

**Blake Denbow**, advertising sales, bdenbow@tscra.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@tscra.org

### MAILING INSTRUCTIONS

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

Ellen H. Brisendine, editor  
ehbrisendine@tscra.org  
1301 W. Seventh St., Suite 201  
Fort Worth, TX 76102-2660

# The Cattleman

## ADVERTISING RATES (Per Month) All digital advertising rates are net

**Digital**      **Digital and Print Bundle**  
Available to advertisers who have spent \$240.00 or more in the last 12 issues of *The Cattleman* magazine, or who have a 6-time or 12-time contract with *The Cattleman* magazine.

**Banner**      **\$500.00**    **\$175.00**  
**Button**      **\$225.00**    **\$75.00**

The bundle discount is provided when the advertising client commits in advance to 6 or 12 insertions in the print publication, or when \$240.00 or more has been paid for print advertisements in the previous 12 months of publication.

Rates are for digital-ready ads only. Our technical staff is available to help build a digital advertisement. Production charges for this service will be added at \$85 per hour, minimum .5 hour charge.

## TITLES and PLACEMENT

**TSCRA News Update** (daily newsletter emailed to TSCRA members)

Banner ads will appear in 2 places

- Between the newsletter header and the "In This Issue"
- Between "In This Issue" and the first news article

Button ads will be placed down the right side of the newsletter, below "Quick Links".

**thecattlemanmagazine.com**

- Home page
- Industry Calendar
- Seedstock/Services
- In this Issue
- Archives
- Subscribe
- Subscriber Photos
- All monthly columns  
(Back Page, Member Notes, Rancher's Management Guide)
- Feature articles posted each month
- Web-extra feature articles posted on a frequent basis

Contact your sales representative for column and feature article topics for targeted advertising opportunities.

Button ads are placed on the left or right sides of the calendar, or are placed with feature editorial.

Banner ads are placed at the top and bottom of each page. Ads are placed on a first-come, first-served basis.

Advertisements will link to either the advertiser's website or to a PDF file of the ad that company has placed in the print publication.

## MECHANICAL REQUIREMENTS

**TSCRA News Update**

- We accept GIF, JPEG and HTML files.

**thecattlemanmagazine.com**

- We accept GIF, JPEG, HTML, Flash and third-party tags.
- We do not accept JAVA, extreme animation, video or audio files, pop-ups, or pop-unders.
- Ads sizes are 468 X 60 pixels or 150 X 150 pixels.

Logos: Please provide original PSD (native Photoshop file with layers intact), Illustrator EPS or Freehand EPS (type converted to outlines or fonts included with job).

On disk: Please provide files on CD or memory stick

Online: Please provide the URL of your website or FTP site so we may acquire files or images.

## TEXT LINKS

When using a button to create a text link, text should be no greater than 4 lines and 130 characters.

## ISSUANCE, CLOSING AND CANCELLATION DATES

Copy and instructions are due by the 20th of the month preceding placement to allow for any necessary production, testing and quality assurance.

The *TSCRA News Update* is distributed business days at 4:30 p.m. or later.

Thecattlemanmagazine.com is updated on the first business day of the month.

Ads will run monthly, beginning the first business day of the month and ending the last business day of the month.

Ads may be accepted for posting after the first business day of the month. Late ads will be posted on the first business day after all of the appropriate files have been received, any necessary production work has been completed and the file has been tested for quality assurance. The fee will not be prorated.

Advertising rates will not be prorated in the months in which TSCRA is closed for a holiday. TSCRA closes its offices to observe these holidays:

- New Year's – holiday determined on an annual basis
- Martin Luther King Jr. Day
- President's Day
- Good Friday
- Memorial Day
- Independence Day
- Labor Day
- Thanksgiving and the Friday following
- Christmas – holiday determined on an annual basis

Advertising rates will not be prorated in the months in which we miss 1 day due to technical difficulties. If we miss more than 1 day a month due to technical difficulties, we will adjust rate, dividing the ad rate by the total number of days in the month and subtracting the daily rate from the final bill.

## CONTRACT AND COPY REQUIREMENTS

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 the 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 1 year in advance of last issue, or month, closed.
- F. Till forbid orders do not hold rate.
- G. The word "advertising" will be placed with copy which, in the publisher's opinion, resembles editorial matter.
- H. The use of the body type of the publication or website 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.