

# ARKANSAS CATTLE BUSINESS

Official Publication of the Arkansas Cattlemen's Association

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## COMMERCIAL ADVERTISING RATES

1 page .....	\$585
2/3 page .....	\$455
1/2 page .....	\$360
1/3 page .....	\$260
1/4 page .....	\$182
1 inch .....	\$32.50

## COLOR

Standard Color .....	\$100
Full Color .....	\$250
Bleed.....	15% in addition to Black & White Rates

## CLASSIFIED ADVERTISING

Cost per inch, per month .....	\$32.50
Classified advertisement minimum size is 1 inch.	

## PREMIUM PLACEMENT

(4-Color Only)

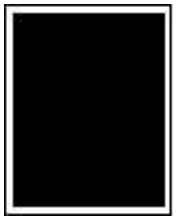
Inside Front Cover .....	\$ 50
Inside Back Cover .....	\$ 50
Back Cover .....	\$150
Covers and guaranteed special positions by reservation only. Call for availability.	

## DISCOUNTS

6 Time Insertion .....	5%
12 Time Insertion .....	10%
Rates for Contracts, Inserts and Gatefolds available upon request. Please submit sample or description when requesting Insert or Gatefold rates.	

## EDITORIAL CALENDAR

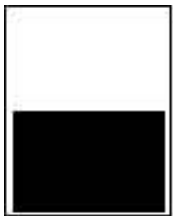
January.....	Convention Coverage	July.....	Safety / Farm & Ranch Equipment
February.....	Angus	August.....	Herefords
March.....	Charolais	September.....	Limousin
April.....	Brangus / Marketing	October.....	Pre-Convention Coverage
May.....	Beef Month	November.....	State Fair / Youth
June.....	Forages	December.....	Holiday Issue



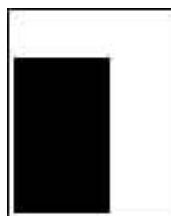
1 page  
7.5"x 10"



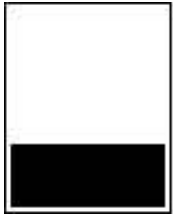
2/3 page  
4.875"x 10"



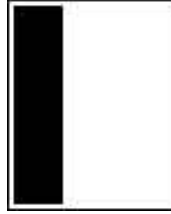
1/2 page Horizontal  
7.5"x 4.875"



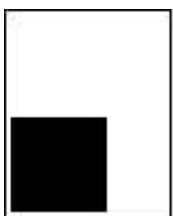
1/2 page Island  
4.875"x 7.5"



1/3 page Horizontal  
7.5"x 3.167"



1/3 page Vertical  
2.33"x 10"



1/3 page Square  
4.875"x 4.875"



1/4 page Vertical  
3.625"x 4.875"

## **ISSUANCE, CLOSING AND CANCELLATION DATES**

- a. Published monthly on the first day of the month.
- b. Closing date for mechanical material and copy is the tenth day of the month preceding publication.
- c. Cancellations or changes are not accepted after the first of the month preceding publication.

## **CONTRACT AND COPY REGULATIONS**

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

- a. Publisher reserves the exclusive right to accept or reject advertising material submitted for publication.
- b. Orders beyond three months will be accepted at rates then prevailing.
- c. Bleed or oversized ads will be billed 15% in addition to black & white rates.
- d. Contracts may be discontinued by either party with 30 days written notice. Cancellation contingent upon specifications of item e.
- e. 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. The rate will be readjusted on past and subsequent insertions under contract to conform with the actual space used at current rates.
- f. Advertising which simulates reading matter will be plainly marked "Advertisement".
- g. Publisher reserves the right to give better position than specified in the order, at no increase in rate.
- h. Publisher reserves the right to hold the advertiser and/or its advertising agency jointly and serially liable for such monies as are due and payable to the publisher.
- i. Publisher reserves the right to use any magazine material, in whole or in part, on the ACA website.
- j. Unless negatives are requested returned within 6 months of date of insertion, they will be destroyed.

## **PREFERRED MATERIALS**

- a. We accept ads via e-mail and on CD. Please email all ad materials to [magazine@arbeef.org](mailto:magazine@arbeef.org).
- b. We work with IBM but will accept Macintosh files. We use InDesign CS, but will also accept Photoshop, Acrobat, Quark Express 5.0 and Illustrator files.

## **MECHANICAL REQUIREMENTS**

- a. Full page type space: 7.5" wide x 10" deep.
- b. Page: 9"x 11.5" bleed; 8.5"x 11" trim.
- c. One Column: 2.33" wide; two columns: 4.875" wide; three columns: 7.5" wide.
- d. Depth of column: 10 inches.
- e. 133 line screen negative.
- f. Publication is printed web offset.
- g. Publication is bound saddle stitched.

## **CIRCULATION INFORMATION**

- a. Livestock magazine serving purebred and commercial beef cattle producers, horsemen and range livestock producers
- b. Circulation: 9,200
- c. Circulation area: Arkansas and surrounding states
- d. Subscription Price: \$20

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