

ARKANSAS CATTLE BUSINESS

2024 Advertising Information

310 Executive Ct., Little Rock, AR 72205
 Autumn Fuhrman, Managing Editor
 autumn@arbeef.org • C. (918) 533-5397
 arbeef.org • O. (501) 224-2114
*The official publication of the Arkansas
 Cattlemen's Association since 1964.*



CIRCULATION

Arkansas Cattle Business is a livestock publication serving purebred and commercial beef cattle producers and all members of the Arkansas Cattlemen's Association. 8,500 copies are distributed monthly in Arkansas and surrounding states.

ACB 2024 COMMERCIAL ADVERTISING RATES

DISPLAY ADS:

Size	Black/White	Full Color
Full page	\$725	\$1025
2/3 page	\$550	\$850
1/2 page	\$450	\$750
1/3 page	\$350	\$650
1/4 page	\$275	\$575

ACB 2024 LIVESTOCK ADVERTISING RATES

DISPLAY ADS:

Size	Black/White	Full Color
Full page	\$600	\$900
2/3 page	\$450	\$750
1/2 page	\$350	\$650
1/3 page	\$275	\$575
1/4 page	\$210	\$510



PREMIUM PLACEMENT

Back Cover	\$300
Inside Back Cover or Inside Front Cover	\$225
Page Three, Table of Contents Adjacent, or any requested position	\$175

Full color only. Contact for availability.

Rates for inserts and gatefolds available upon request.

CLASSIFIED ADVERTISING

Cost per inch tall \$35

SEEDSTOCK DIRECTORY ADS

Cost per inch tall \$20
Invoiced every 6 months.

ARKANSAS CATTLE BUSINESS

2024 Advertising Information Cont.

DEADLINES & PUBLICATION DATES

Insertion orders and/or advertising copy must be received on or by the 10th day of each month preceding the month of publication. (For example: Jan. 10th for the February issue.) Arkansas Cattle Business is published the first week of each month, 12 months per year.

FILE REQUIREMENTS

Please use the dimensions listed below. High Quality PDFs (at least 300 dpi) are preferred. We reserve the right to substitute fonts when necessary. We reserve the right to rebuild or rescale any ad that doesn't meet our file requirements.

FULL PAGE SPECS:

Trim Size: 8.5" w x 10.75" H

Bleed Size: .125" (8.75" W x 11" H)

Live Area: 7.5" wide x 9.75" H

ACB

ARKANSAS CATTLE BUSINESS - JANUARY 2024



Classified Ad Column Width: 2.1655"



1 page
8.5"x 10.75"



2/3 page
4.5833"x 9.25"



1/ 2 page Horiz.
7"x 4.5"



1/2 page Island
7"x 4.5"



1/3 page Horiz.
7":x 2.9167"



1/3 page Square
4.25"x 4.25"



1/3 page Vertical
2.1667"x 9.25"



1/4 page Vertical
3.375"x 4.5"

ARKANSAS CATTLE BUSINESS

2024 Advertising Information Cont.

GRAPHIC REQUIREMENTS

All graphics must be high resolution. We will not guarantee quality of print if you send low-resolution files. We will not guarantee the color if we have to convert from RGB to CMYK or Grayscale.



DESIGN SERVICES

ACB staff reserves the right to charge a fee for design services as necessary.

CONTRACT AND COPY REGULATIONS

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

- Publisher reserves the exclusive right to accept or reject advertising material submitted for publication.
- Publisher reserves the exclusive right to edit when necessary advertising material submitted for publication.
- Contracts may be discontinued by either party with 30 days written notice. Cancellation contingent upon specifications of item.
- 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.
- Advertising which simulates reading matter will be marked "sponsored content."
- Publisher reserves the right to give better position than specified in the order, at no increase in rate.
- Ad placement in each publication will be at the discretion of the managing editor.
- 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.
- Publisher reserves the right to use any magazine material, in whole or in part, on the ACA website.

2024 EDITORIAL CALENDAR

JANUARY	Membership Drive	JUNE	Livestock Marketing
FEBRUARY	Legislative Issues/English Breeds	JULY	Pre-Convention/ACA Policy
MARCH	Herd Health/Continental European Breeds	AUGUST	Commercial Operations
APRIL	American Breeds	SEPTEMBER	ACA Convention Coverage
MAY	Beef Month/Spring Conference Coverage	OCTOBER	Registered Breeders
		NOVEMBER	State Fair/Youth
		DECEMBER	Arkansas Beef Short Course

ARKANSAS CATTLEMEN'S ASSOCIATION

Digital Advertising Information



ACA 2024 DIGITAL ADVERTISING RATES

Promotional Email Blast	\$300
E-Newsletter Ad	\$200
Website Banner Ad	\$200

PROMOTIONAL EMAIL BLASTS:

Ad copy must be placed and submitted within 10 days of scheduled run date. Advertiser will submit a proposed range of dates for email blast and the ACA will accommodate to the best of their ability based on existing email schedule.

E-NEWSLETTER ADS:

E-Newsletters are sent every Friday at 12 P.M. Ad copy must be placed and submitted within 10 days of scheduled run date.

WEBSITE BANNER ADS:

Website banner ads will run for 30 days. Ad copy must be placed and submitted within 10 days of scheduled run date.

SPECS:

Promotional Email Blast	816 x 1056 px
E-Newsletter Ad	970 x 90 px
Website Banner Ad	300 x 250 px

For information regarding analytics, please contact the ACA Office (501) 224-2114 or email michelle@arbeef.org.

ARKANSAS CATTLEMEN'S ASSOCIATION

310 Executive Ct., Little Rock, AR 72205 • arbeef.org • (501) 224-2114