

The BEEFMASTER COWMAN®

COMMERCIAL ADVERTISING RATE CARD #4

EFFECTIVE AUGUST 1995

Commissions & Discounts:

Regular agency commission of 15% allowed on commercial rates to recognized agencies, provided that ad materials are prepared to publication's specifications. 4% discount for 6 insertions during a calendar year. 10% discount for 12 insertions OR total budget of \$5,000. Discounts applied at end of advertising frequency or when dollar total is reached.

Advertising Rates:

B/W

1 Page	\$ 850
2/3 Page	595
1/2 Page (2 column island)	495
1/2 Page (3 column)	465
1/3 Page	330
1/4 Page	260
1 Inch	35

Back Cover Rate: \$1,500 (price includes 4/color charges)

Inside Front, Back Cover & Page 3 Rate: \$1,425 (price includes 4/color charges)

SPECIAL POSITION - Specified position in magazine, when position is available, carries a **10% premium over regular ad rates.**

Color Rates: (prices are in addition to B&W space rate)
 1 extra color \$200 (standard red, yellow, blue or green)
 Matched color \$300
 PMS color \$350
 Four color \$500

Metallic and other special colors: Call for quote.

MECHANICAL SPECIFICATIONS:

Trim size: 8 1/2" x 11" • Live area: 7 1/4" x 10"
 Ads that bleed should extend 1/8" beyond trim size.

Ad Sizes:	Width	Height
Full Page	8 1/2"	11"
Full Page with Bleed	8 3/4"	11 1/4"
2/3 Page	4 3/4"	10"
1/2 Page Horizontal	7 1/4"	5"
1/2 Page Island	4 3/4"	7 1/2"
1/3 Page Horizontal	4 3/4"	5"
1/3 Page Vertical	2 1/4"	10"
1/4 Page	4 3/4"	3 3/4"
1 Inch	2 1/4"	1"

Preferred file format is digital. We accept composite CMYK hi-resolution (300 dpi) PDF, JPEG, EPS or TIFF.

We also accept native Mac-based InDesign and Photoshop files.

ADDITIONAL SERVICES:

- **Corrections** - Copy changes and other corrections made after ad deadline will be made only if time permits and are subject to extra charges.

DEADLINES:

Advertising space must be reserved by the 1st of the month preceding publication (example, February 1 for March issue). All ad materials must be received by the 5th of the month preceding publication.

COPY AND CONTRACT REGULATIONS:

Advertisers and advertising agencies assume liability for all content of advertisements printed, and also assume responsibility for any claims arising from any such advertisements made against the publisher. The publisher reserves the right to reject any advertising which he feels is unsuitable for publication.

SUBMIT AD MATERIALS TO:

The Beefmaster Cowman
 11201 Morning Court, San Antonio, TX 78213
 Phone: 210/344-8300 • Fax: 210/344-4258

Digital Advertisement Files:

graphics@beefmastercowman.com

Space Reservations:

sales@beefmastercowman.com

FTP Transfer: Advertising materials exceeding 20 megabytes may be uploaded via our FTP site. Please contact us for access information.