

The BEEFMASTER COWMAN[®]

LIVESTOCK ADVERTISING RATE CARD #5

EFFECTIVE OCTOBER 2002

Advertising Rates:

	B/W	12x Rate
1 Page	\$ 620	\$575
2/3 Page	435	405
1/2 Page (2 column)	370	345
1/2 Page (3 column)	345	325
1/3 Page	245	230
1/4 Page	195	185
1 Inch	26	25

Back Cover Rate: \$1,250 (includes 4/color charges)

Inside Front and Back Cover Rate: \$1,100 (includes 4/color charges)

SPECIAL POSITION - Specified position in magazine, when position is available, carries a **5% premium over regular ad rates.**

Color Rates: (prices are in addition to B&W space rate)

1 extra color	\$150 (standard red, yellow, blue or green)
Matched color	\$250
PMS color	\$350
Full (Four) color	\$400

Metallic and other special colors: Call for quote.

RATEHOLDER DISCOUNTS: Rateholder ads qualify advertiser for 12x rate on larger ads.

Also, receive a 10% discount for payment of rateholder ad one year in advance.

Example: 2 inch ad - \$50 x 12 months = \$600; less 10% discount (-\$60); final cost - \$540.

VOLUME DISCOUNTS:

\$2,500 total advertising budget in calendar year qualifies advertiser for 12x rate. *Discounts applied at end of advertising frequency or when dollar total is reached.*

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:

- **Production:** Ads processed for output to other publications - \$25
- **Digital Scans:** B/W - \$10; 4/color - \$25
- **Corrections** - Copy changes and other corrections made after ad deadline will be made only if time permits and are subject to extra charges.
- **Photography** - Photos taken by staff members are billed according to time and travel requirements.

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.

SUBSCRIPTION RATES (PER YEAR):

U.S. \$25; U.S. 1st Class \$50; Mexico/Canada \$95; International \$125

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 Ad 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.