

RATE CARD NO. 26 (Livestock)

JANUARY 1, 2009

Established 1971

PUBLISHER:

Missouri Beef Cattleman
P.O. Box 480977
Kansas City, MO 64148
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STAFF:

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Managing Editor
Larry Atzenweiler
Advertising Sales

LIVESTOCK ADVERTISING RATES (black and white)...

	ONE TIME	SIX to TWELVE TIMES
1 page	\$680.00	\$650.00
2/3 page	580.00	550.00
1/2 page	380.00	360.00
1/3 page	290.00	270.00
1/4 page	190.00	180.00
1/6 page	120.00	110.00
1 inch	38.00	36.00

Add \$230.00 for 4 color • Spot color add \$110.00

Ring Service is Available for Sales

1 page ad with ringman - contact office for price.

EDITORIAL CALENDAR...

January	Hereford Feature and Marketing Feature
February	Braunvieh Feature & Convention Wrap Up
March	Bull Buyer's Guide and Beefmaster Feature
April	Limousin Feature
May	Beef Month & Brangus Feature
June	Identification Issue
July	Commercial Producer & Gelbvieh Feature
★ August	State Fair Special and Simmental Feature
September	Angus Feature
★ October	American Royal Special & Salers Feature
★ November	Special MCA Convention Issue and Shorthorn Feature
December	Charolais Feature
★	Extra Copies Distributed

Missouri Beef Cattleman is the official publication of the Missouri Cattlemen's Association. Published 12 times per year.

CIRCULATION

- a. In circulation 5th of every month.
Publisher guarantees minimum circulation 6,500.

MECHANICAL REQUIREMENTS...

- a. Live matter page: 7" wide x 10" deep
b. Bleed pages: 8 3/4" x 11 1/8"
c. Trim size 8 1/2" x 10 7/8"
d. Column width: 20 picas (3 1/3"). Column depth 10"
e. Two columns per page.
f. Standard sizes: 2/3 page-7" w. x 6 2/3" d.;
1/2 page-7" w. x 5" d. or 3 1/3" w. x 10" d.;
1/3 page-7" w. x 3 1/3" d. or 2 1/8" w. x 10" d. (13 picas);
1/4 page-3 1/3" w. x 5" d. or 7" w. x 2 1/2" d.
g. Printed offset on enamel stock. No cuts required.

DEADLINES AND CLOSING DATES...

- a. Advertising deadline is the 15th day of the preceding month.

MISCELLANEOUS...

- a. Publisher: Missouri Beef Cattleman, Inc.
P.O. Box 480977, Kansas City, MO 64148
or 13330 Walnut, Kansas City, MO 64145
Phone: 816-471-0200; Fax: 816-471-0220; E-mail: mobeef@sbcglobal.net
Production Contact: Andy Atzenweiler
b. Preferred Position: On request when available.
c. No charge for bleed.
d. **Color Rates: All spot colors: \$110.00 ea.**
Four color process- \$230.00
e. Classified accepted: 50 cents per word. Send check with ad.
f. Minimum depth accepted: 1 column inch.
g. No agency commission allowed on livestock advertising.
Commercial rates available upon request.

DIGITAL INFORMATION...

- a. We accept ads on CD or via E-mail (high res. PDF).
b. Preferred - We use Quark Express but will also accept Photoshop or In Design
(no Publisher files). Please include all art files and fonts, 300 dpi (or higher).
Call Andy @ 816-471-0200 with questions.

Missouri Cattlemen's Association Membership...

Missouri Beef Cattleman is sent to every member of the Missouri Cattlemen's Association free each month. Producer Membership dues are \$50.00.
For membership information contact MCA @ 573-499-9162.