

ADVERTISING RATE CARD

Livestock MARKET Digest

FALL MARKETING EDITION

Advertising Deadline: August 1 • Publication Date: August 20

1. ADVERTISING RATES

Full page	\$1,325
2/3 page	975
1/2 page	795
1/3 page	545
1/4 page	410
1/6 page	275
1/12 page	145

Website Advertising 1 week/\$100

4-Color: Add \$650 (Separations not included)

Covers: 2nd Cover — \$2,500

3rd Cover — \$2,000

4th Cover — \$3,500

4-color ads only on covers.

Spot Colors: \$150 each for standard
PMS Spot Color

Inserts: Regular page rate plus actual labor costs for
tipping in.

Special Inks: Supplied at actual cost.

Combinations: None.

Bleed Pages:

Per page, Extra15%

2. AGENCY COMMISSION AND CASH DISCOUNT

Agency commission: 15%

Agency Cash Discount: 2%, thirty days.

3. COPY & CONTRACT REGULATIONS

Publisher reserves the right to accept or reject
advertising.

Publisher reserves right to clearly label as
“Advertisement” any copy that simulates
editorial comment.

All advertising accepted ROP, w/provision that publisher will endeavor to comply w/special position requests at no extra charge when such position is available.

Cancellation date: Cancellation not accepted after deadline.

4. MECHANICAL REQUIREMENTS

Trim Size: 8 ¼ inches wide by 10 7/8 inches deep.

UNIT SIZES:

Full page: 7 ¼ inches wide by 10 inches deep.

Two-thirds page: 4 ¾ inches wide by 10 inches deep
7⁵/₁₆ wide by 6 ½ inches deep.

Half page: 4 ¾ inches wide by 7 ¼ inches deep or 7 ¼
wide by 4 ¾ inches deep.

Third page: 2⁵/₁₆ inches wide by 10 inches deep or
4 ¾ inches wide by 4 ¾ inches deep.

Quarter page: 3 ½ inches wide by 4 ¾ inches deep
or 4 ¾ inches wide by 3 ½ inches deep.

Center Spread: 15⁵/₈ inches wide by 10 inches deep.

Width of column: 2⁵/₁₆ inches.

Double column: 4 ¾ inches.

Depth of column: 140 lines (10 inches). Three
columns to the page for total of
420 lines (or 30 column inches).

Printing: Offset.

Line Screen: Black & white - 85 line

4-color - 120 to 150 line

Original artwork and photos preferred for best
reproduction. Good reproduction proofs and engravings
are acceptable. Publisher prefers proofs on coated
stock (sent flat).

Bleed pages or inserts: Should be a minimum 8⁷/₈
inches wide by 11³/₈ inches deep. For center spread
bleeds, min. 17 ¼ inches wide by 11³/₈ inches deep.

Mailing address for printing material:

P.O. Box 7458, Albuquerque, New Mexico 87194.

Telephone: 505/243-9515 • Fax: 505/243-9598