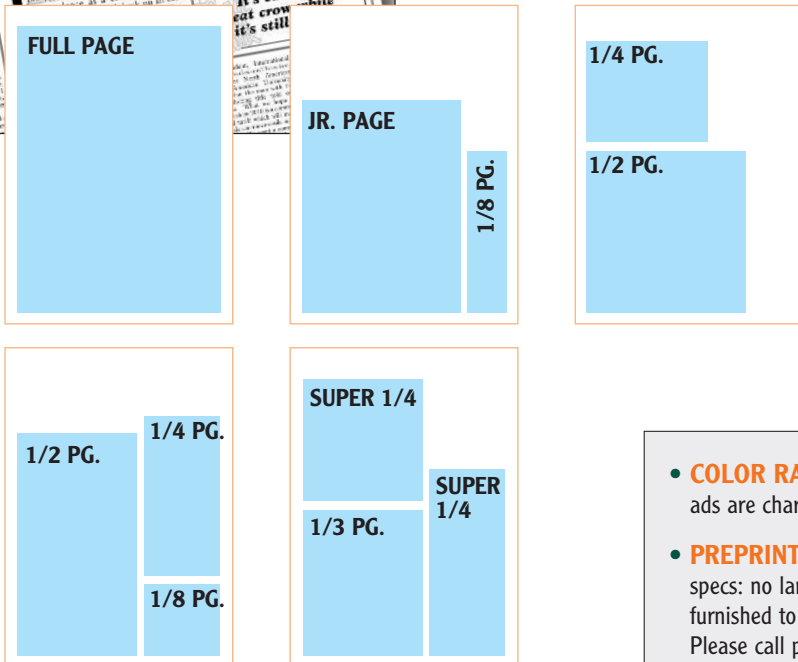




**Published** the 10th of each month. **Space reservations** by the 1st day of each month. **Copy and Contract Regulations:** Publisher reserves right to accept or reject advertising. Publisher reserves right to clearly label as "Advertisement" any copy that simulates editorial comment. All advertising accepted ROP, with provision that publisher will endeavor to comply with special position requests at no extra charge when such position is available.



### Column Widths:

- 1-column: 1-7/8"
- 2-columns: 4"
- 3-columns: 6"
- 4-columns: 8-1/16"
- 5-columns: 10-1/4"

Five columns to the page for a total of 69-3/4 column inches.

- **COLOR RATES:** Additional colors are \$125 each. Four-color ads are charged at the black and white space rate plus \$400.
- **PREPRINTED INSERTS** are accepted, subject to the following specs: no larger than 5-1/2" x 8-1/2" (after folding) and must be furnished to the publisher 3 weeks in advance of issuance date. Please call publisher for full details and scheduling considerations.
- **PRINTING SPECS:** Direct-To-Plate Prepress, Offset Printing, 85-Line Screen, 20% Dot Gain, Folds to 10-1/4" x 7".

## Web Advertising Rates

**1 WEEK OF ADVERTISING FOR \$100**

## Display Advertising Sizes & Rates

*Rates listed are for black & white ads*

	DIMENSIONS		FREQUENCY			
	COLUMN x INCHES	INCHES x INCHES	1 x	3 x	6 x	12+
Full Page	5 x 13-15/16"	10-1/4" x 13-15/16"	\$1,500	\$1,450	\$1,400	\$1,350
Jr. Page	4 x 10"	8-1/16" x 10"	965	945	925	905
1/2 Page	3 x 10-1/2" or 4 x 8"	6" x 10-1/2" or 8-1/16" x 8"	850	830	810	790
1/3 Page	3 x 7"	6" x 7"	575	555	535	515
Super 1/4	3 x 6" or 2 x 9"	6" x 6" or 4" x 9"	500	480	460	445
1/4 Page	3 x 5" or 2 x 8"	6" x 5" or 4" x 8"	450	430	410	400
1/8 Page	2 x 4" or 1 x 8"	4" x 4" or 1-7/8" x 8"	250	235	225	200
Per Col. Inch	One Column	1-7/8" wide	38	36	35	31

## Classified Display Advertising Rates

*SAME AS DISPLAY ADVERTISING RATES ABOVE*

## Classified Advertising Rates

**HOW TO COUNT WORDS:** Count each set of initials or numbers as a word, groups of figures one word, hyphenated words or prefixed phone numbers count as two words.

**Insertions per Insertion**  
 1-2 x . . . . . 50 cents / word  
 3-9 x . . . . . 45 cents / word  
 10+ . . . . . 40 cents / word

## Contact Livestock Market Digest

2231 Rio Grande Blvd. NW, Albuquerque, NM 87194  
 P. O. Box 7458, Albuquerque, NM 87194

**Randy Summers** 505/243-9515, Ext. 30  
 or 505/850-8544  
 Fax 505/998-6236  
 Sales Email randy@aaalivestock.com  
 General Email caren@aaalivestock.com  
 Website www.aaalivestock.com

## Electronic Specifications

We accept electronic files in one of the following formats

- QuarkXpress 5.0 to 8.51
- InDesign CS4
- Illustrator CS4
- Photoshop CS4
- High-resolution PDF (See our PDF Guidelines)
- High-resolution TIFF
- High-resolution, Vector-based EPS
- JPG files are not ideal, but may be submitted, provided they are at least 300 dpi

### Collect for Output

- Include all screen and printer fonts. If not included, we may substitute fonts from our font library
- Include all supporting files (the graphic images placed in your document)

### Four-Color Ads

- Send a paper proof
- CMYK, not RGB format
- Remove all unused colors from your color palette
- Convert all PMS or RGB colors to Process CMYK

### IMAGE GUIDELINES . . .

#### Produces Best Image Quality

- Original photos processed from a negative
- High-resolution digital photos
- High-resolution scans

#### Produces Low Image Quality

- Faxes
- Digital photos printed on an inkjet or laser printer
- Graphics used for a website
- Images under 300 dpi at 100%;  
*NOTE: Opening a 72 dpi image, and changing the resolution to 300 dpi, will NOT improve its quality*

### CAUTION . . .

- We cannot guarantee print quality for low-resolution images (under 300 dpi)
- We cannot guarantee a perfect color match to specific PMS colors
- We cannot guarantee proper appearance of submitted artwork without a paper proof provided by advertiser or ad agency
- We cannot guarantee grammar, punctuation and spelling in submitted artwork; if there are problems in your artwork, we will try to contact you, and then proceed using the artwork

## PDF Guidelines

All of the following are required:

TURN OFF COMPRESSION.

DO NOT SUBSET FONTS.

EMBED FONTS. IMAGE SIZE MUST BE AT LEAST 300 DPI. We cannot guarantee print quality for low-resolution images (under 300 dpi).

### Crop, Printer and Registration

**Marks.** Please be sure crop and registration marks are turned off. Our newspaper is printed in signatures, so to avoid confusion with our printer's set of crop marks, any registration marks are removed from submitted artwork.

**Color.** Remove all unused colors from your color palette, and be sure all colors are converted to process colors. PMS colors in ads will be converted to CMYK. If your images are in color, they need to be CMYK without any ICC profiles embedded in them. Turn off any color management.

**Dot Gain.** Please allow for 20% dot gain in your photos. The newspaper is printed on 50# offset, which has high ink absorption.

### More PDF Information.

Instructions on how to make pdf files to our specifications are available for download on our website, [aaalivestock.com/index.php/advertisers-guide](http://aaalivestock.com/index.php/advertisers-guide) (courtesy of Publication Printers).

## Media & File Transfer

**Media Accepted:** CD-ROM disks

**File Transfer:** Email is acceptable for files smaller than 5 mb; if the file is larger than 5 mb, please send via FTP.

Please include contact information with your email in case there are any problems with your electronic files

## Livestock Publishers FTP

**FTP Software.** In order to upload files through FTP, you need FTP client software. There are a variety of FTP clients available for purchase or download. **For the Mac,** you can get Fetch, Interarchy, or some others. **For the PC,** there are SmartFTP, CuteFTP, and many others. These can be found at [shareware.com](http://shareware.com) or [cnet.com](http://cnet.com).

**FTP on the Internet.** Web-based FTP is available through [www.yousendit.com](http://www.yousendit.com)

**Our FTP Account Information.** Please contact your sales representative if you plan on sending your artwork via FTP. After the files are uploaded, please call or e-mail your sales representative to let him know the upload is complete.