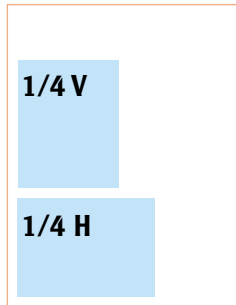
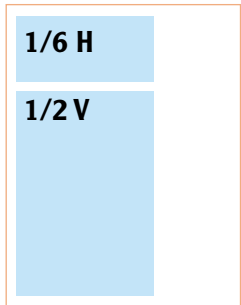
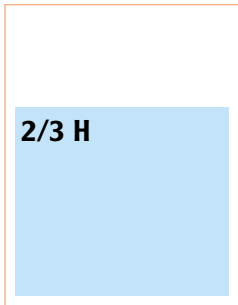
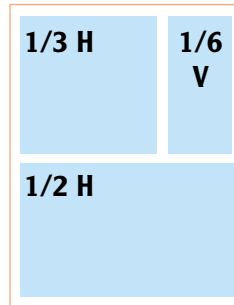
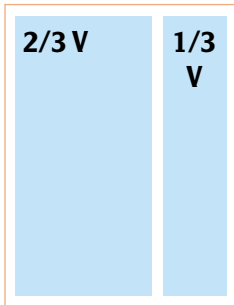
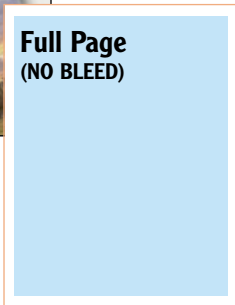
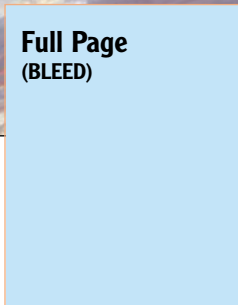




**Published** monthly; mailed by the 8th each month. **Space reservations** by the 5th of the preceding month; cancellations not accepted after the 5th of the month.

**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 2-5/16"
- 2-columns 4-3/4"
- 3-columns 7-5/16"

**Minimum Depth:**

Two inches; One inch in the Marketplace, Seedstock or Real Estate Guides

## WEBSITE ADVERTISING RATES

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

## AD SIZES & RATES

	DIMENSIONS (INCHES)		FREQUENCY		
	VERTICAL	HORIZONTAL	1x	6x	12x
Full Page	7-5/16 x 10	—	\$945	\$855	\$760
2/3 Page	4-3/4 x 10	7-5/16 x 6-1/2	755	695	620
1/2 Page	4-3/4 x 7-1/4	7-5/16 x 4-3/4	630	575	515
1/3 Page	2-5/16 x 10	4-3/4 x 4-3/4	435	385	350
1/4 Page	3-1/2 x 4-3/4	4-3/4 x 3-1/2	320	290	270
1/6 Page	2-5/16 x 5	4-3/4 x 2-1/2	220	205	180
Per Col. Inch	Under 7" Deep x 2-5/16 Wide		45 <sup>00</sup>	41 <sup>50</sup>	38 <sup>00</sup>

Rates listed above are for black and white ads.

## BLEED AD SIZES

	TRIM SIZE	BLEED SIZE	SAFETY AREA
Full Page	8-3/8 x 10-7/8	8-7/8 x 11-3/8	7-7/8 x 10-3/8
Spread	16-3/4 x 10-7/8	17-1/4 x 11-3/8	16-1/4 x 10-3/8

## Printing Specs

Prepress: Direct to plate      Printing: Offset  
 Screen: 133- or 150-line      Binding: Saddle stitch

## Color and Insert Rates

- **Spot Colors** – Additional colors are \$125 each
- **Cover Rates** – Cover rates include color charges. Second and Third Covers . . . . \$1,500/issue  
Fourth Cover . . . . . \$1,750/issue
- **Insert Rates** – Regular page rate plus actual labor costs for tipping in.
- **Short Rate & Rebate** – Contracts cancelled before completion will be short rated to lowest rate earned. Accounts billed at open rate will be rebated to lowest rate earned in any 12-month period.
- **Rate Protection** – Rates in effect at the time contract is issued will be in force through completion of that contract.

## Contact New Mexico Stockman

2231 Rio Grande Blvd. NW, Albuquerque, NM 87104  
 P. O. Box 7127, Albuquerque, NM 87104

Office: 505/243-9515 x21  
 Fax: 505/998-6236  
 Sales Info: chris@aaalivestock.com  
 Real Estate: 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.** For Quark and InDesign users, be sure crop-marks are turned off. Our magazine is printed in 16-page signatures, so to avoid confusion with our printer's set of crop marks, any registration marks are removed from submitted artwork.

**Full-Page Ads.** Our full page trim size is 8-3/8" x 10-7/8". If the ad bleeds, please add 1/4" beyond final trim for bleed. Avoid setting any type too close to the trim edge – do not place anything important less than 1/4" from trim edge.

**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. Use the color management profile **US Web Uncoated when building black and white ads – most ads run on un-coated stock.**

**More PDF Information.** Instructions on how to make pdf files to our specifications are available for download on our website, [www.publicationprinters.com/docdownloads.html](http://www.publicationprinters.com/docdownloads.html) (courtesy of Publication Printers).

## Media & File Transfer

**Media Accepted:** CD-ROM disks

**File Transfer:** Email is acceptable for files smaller than 25 mb; if the file is larger than 25 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, Transmit, or some others. For the PC, there is SmartFTP, CuteFTP, and many others. These can be found at shareware.com or 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.