

**ADVERTISING
RATE
CARD**

**Livestock
MARKET
Digest**

FALL MARKETING EDITION

Advertising Deadline: August 15 • Publication Date: September 1

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, Extra.....15%

**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, with provision that publisher will endeavor to comply with 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.

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

Third page: 2 5/16 inches wide by 10 inches deep or 4 ¾ inches wide by 4 ¾ inches deep.

Center Spread: 15 5/8 inches wide by 10 inches deep.

Width of column: 2 5/16 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 8-3/8 inches wide by 11-3/8 inches deep. For center spread bleeds, minimum 16-3/4 inches wide by 11-3/8 inches deep.

Mailing address for printing material:

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

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