



ADVERTISING GUIDE

PRINT

FULL PAGE	\$1,225
2/3 PAGE	\$1,050
1/2 PAGE	\$895
1/4 PAGE	\$650
BUSINESS CARD ADS	\$450

Full Page:
w 9.75" x h 11.5"

Live area:
w 8.375" x h 10.0625"

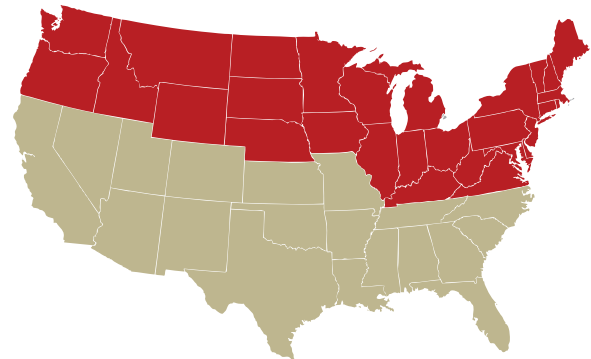
Bleed: .125

2/3 Page:
w 8.3725" x h 6.875"

Flat 1/2 Page:
w 8.3725" x h 4.905"

Tall 1/2 Page:
w 4.06" x h 10.0625"

1/4 Page:
w 4.06" x h 4.905"



4-Time Contract Ad Discount - 5%
Annual Contract Digital/Print Discount - 15%

FOR MORE INFORMATION:

NORTH REGION—Claire Hubbard: 765.404.8458
SOUTH REGION—DeRon Heldermon: 405.850.5102
OFFICE—405.260.3775

ISSUE

January - Spring Sale Edition
April - Herd Bull Edition
July - Breeder Directory
October - Fall Sale Edition

MATERIALS PUBLISHED

Dec. 1 Dec. 23
Mar. 1 Mar. 25
June 1 June 25
Sept. 1 Sept. 25

PLEASE SEND ADVERTISEMENTS TO:

kbhaley2@gmail.com
All ads must be received by ad deadline.

FILE REQUIREMENTS:

- High resolution
- CMYK, convert all RGB, spot and Pantone colors to 4-color process CMYK
- Full page ads must be sent with .125" bleed or it will printed within the live area

ACCEPTED FILE FORMATS:

PDF: embed all fonts, no image compression
EPS: Convert fonts
JPG: 300 dpi or greater
We do not accept ads built in Microsoft Word, Excel, Publisher or Adobe Pagemaker.