



# ADVERTISING GUIDE

## PRINT

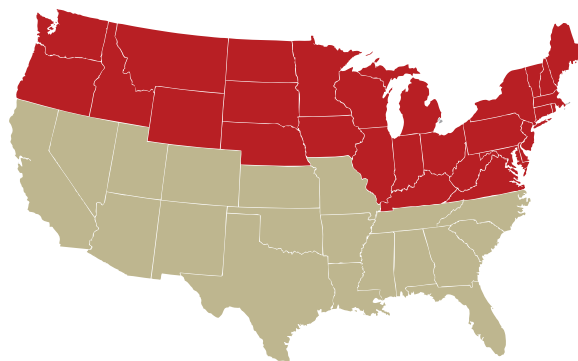
<b>FULL PAGE</b> .....	\$1,150
<b>2/3 PAGE</b> .....	\$950
<b>1/2 PAGE</b> .....	\$750
<b>1/4 PAGE</b> .....	\$500

**Full Page:**  
w 9.75" x h 11.5"

**Live area:**  
w 8.375" x h 10.0625"

**Bleed: .125**

**2/3 Page:**  
w 8.375" x h 6.875"



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

### FOR MORE INFORMATION:

**NORTH REGION**—Sarah Johnson: 614.266.2646  
**SOUTH REGION**—DeRon Heldermon: 405.850.5102  
**OFFICE**—405.260.3775

**Flat 1/2 Page:**  
w 8.375" x h 4.905"

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

## 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.

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