

► **Advertising Space Rates - Black and White**

Ad Size	1X*	12X**
Full Page	\$550	\$500
1/2 Page	\$300	\$270
1/3 Page	\$200	\$180
1/4 Page	\$150	\$135
1/6 Page	\$100	\$90
Rate Holder	\$40	\$36
Column Inch	\$20	N/A

► **Additional Charges (add to Black and White Rates)**

Black and White Scans..... \$10 ea
 Color Scans..... \$25 ea
 One Additional Color..... \$100 ea
 Full Color..... \$300 ea

Please note that there is an additional Charge for Premium Ad Placement

*Brahman Journal ad prices include 2.5 hours of graphic design time and two opportunities to make changes. All design time after 2.5 hours and/or the third ad proof will be billed at \$65 per hour.

** Pre-signed contract required for volume discount rates. Late fees will apply after 30 days.

► **Deadline Dates**

All copy and photos are due in our office on the 1st of the month preceding the publication. For example, ad information for the February issue is due on January 1st. Camera ready materials are due by the 14th of the month provided that space reservation has already been made. If room is available copy and photos will be accepted up to the 14th of the month with an additional rush fee.

► **Ad Proofs via Mail**

Ad proofs can be made and mailed only for ads received by the first of the month. The Brahman Journal is not responsible for ads submitted too late for customer proofs. If you require a mailed proof, please notify the field rep, assistant editor or editor prior to submitting your ad copy; otherwise, proofs will be e-mailed or faxed.

► **Mechanical Requirements**

Full Page: Bleed - 8.625" X 11.125"; Trim - 8.375" X 10.875"; Live Area - 7.25" X 9.75"

Half Page: Island - 4.75" X 7.25"; Horizontal - 7.25" X 4.75"

1/3 Page: Vertical - 2.25" X 9.75"; Horizontal - 4.75" X 4.875"

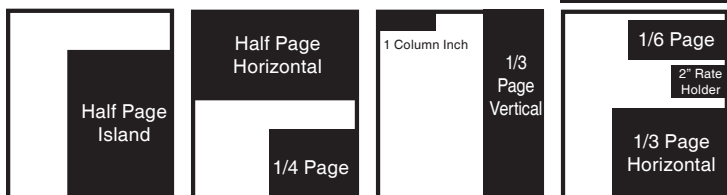
1/4 Page: 4.75" X 3.5"

1/6 Page: 4.75" X 2.3125"

Rate Holder: 2.25" X 1.9375"

► **Acceptable File Types**

PDF, Tiff, Jpeg, Photoshop, Illustrator or InDesign. Please note that all Camera Ready ads must be high resolution (300 DPI) with embedded fonts and images.



► **2010 Editorial Calendar**

JANUARY

Content Focus: Winter Issue

Distributed at: Ft. Worth Stock Show, Ft. Worth, Texas

FEBRUARY

Content Focus: International Sale Catalog & HLS&R

Distributed at: San Antonio Stock Show, San Antonio, Texas; International Show, Houston, TX

MARCH

Content Focus: HLS&R & World Brahman Congress

Distributed at: International Show, Houston, Texas

SEMEN AND DONOR CATALOG (Specialty Publication)

Distributed at: Houston Livestock Show and Rodeo, Houston, Texas; All shows attended by the Field Rep in 2009

APRIL

Content Focus: International Show Results & World Brahman Congress

Distributed at: World Brahman Congress, Ft. Worth, Texas

MAY

Content Focus: Herd Bull Issue

Distributed at: All main shows attended by Field Rep in 2009

JUNE

Content Focus: Youth

Distributed at: AJBA All American & Junior State shows

JULY

Content Focus: Youth

Distributed at: AJBA All American & Junior State shows

AUGUST

Content Focus: AJBA All American & State Show Results/Pre-ABBA National Show

Distributed at: Blue Bonnet Kickoff Classic, Brenham, Texas; Jambalaya Classic, Gonzales, Louisiana; National Show

SEPTEMBER

Content Focus: Central American Expica

Distributed at: ABBA National Show, Dallas, Texas

OCTOBER

Content Focus: ABBA National Show Results & Jambalaya Classic Results

Distributed at: Several big Domestic Brahman sales in Texas & Louisiana

NOVEMBER

Content Focus: Annual Calendar

Since this issue contains the breed's annual show and event calendar, most readers keep this magazine all year.

DECEMBER

Content Focus: ABBA Member Directory

Since this issue contains the association's annual directory, most of our readers keep this magazine all year.

Dates and locations are subject to change