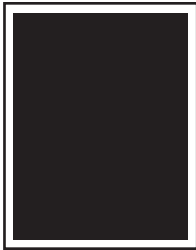




Arkansas Cattle Business

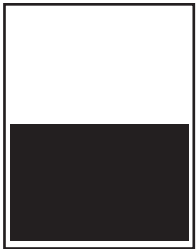
310 Executive Court • Little Rock, AR 72205
 Phone: 501.224.2114 • Fax: 501.224.5377
 Official Publication of the Arkansas Cattlemen's Association
 Rate Card 10 • Issued February 1, 2005



1 page
7.5"x 10"



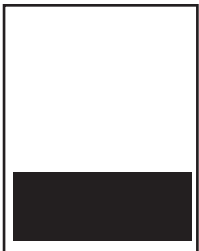
2/3 page
4.875"x 10"



1/2 page Horizontal
7.5"x 4.875"



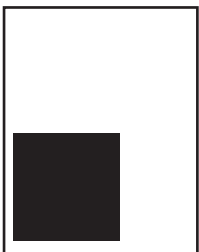
1/2 page Island
4.875"x 7.5"



1/3 page Horizontal
7.5"x 3.167"



1/3 page Vertical
2.33"x 10"



1/3 page Square
4.875"x 4.875"



1/4 page Vertical
3.625"x 4.875"

LIVESTOCK ADVERTISING RATES

1 page	\$450
2/3 page	\$350
1/2 page	\$275
1/3 page	\$200
1/4 page	\$140
1 inch	\$ 25

CLASSIFIED ADVERTISING

Cost per inch, per month \$ 25
 Classified advertisement minimum size is 1 inch.

COLOR

Standard Color	\$100
Full Color	\$250
Bleed.....	15% in addition to black & white rates

PREMIUM PLACEMENT

(4-Color Only)

Inside Front Cover	\$ 50
Inside Back Cover	\$ 50
Back Cover	\$150

Covers and guaranteed special positions by reservation only. Call for availability.

DISCOUNTS

6 Time Insertion	5%
12 Time Insertion	10%

Rates for Contracts, Inserts and Gatefolds available upon request. Please submit sample or description when requesting Insert or Gatefold rates.

CIRCULATION INFORMATION

- Livestock magazine serving purebred and commercial beef cattle producers, horsemen and range livestock producers
- Circulation: 9,300
- Circulation area: Arkansas and surrounding states
- Subscription Price: \$20

NO AGENCY COMMISSIONS ON LIVESTOCK RATES

ISSUANCE, CLOSING AND CANCELLATION DATES

- a. Published monthly on the first day of the month.
- b. Closing date for mechanical material and copy is the fifteenth day of the month preceding publication.
- c. Cancellations or changes are not accepted after the fifteenth of the month preceding publication.

CONTRACT AND COPY REGULATIONS

Advertising accepted under the following Standard Rate and Data Service regulations:

- a. Publisher reserves the exclusive right to accept or reject advertising material submitted for publication.
- b. Orders beyond three months will be accepted at rates then prevailing.
- c. Bleed or oversized ads will be billed 15% in addition to black & white rates.
- d. Contracts may be discontinued by either party with 30 days written notice. Cancellation contingent upon specifications of item e.
- e. Cancellation of space or time contracts, by publisher or advertiser, in whole or in part, forfeits the right to position protection and/or the contract rate. The rate will be readjusted on past and subsequent insertions under contract to conform with the actual space used at current rates.
- f. Advertising which simulates reading matter will be plainly marked "Advertisement".
- g. Publisher reserves the right to give better position than specified in the order, at no increase in rate.
- h. Publisher reserves the right to hold the advertiser and/or its advertising agency jointly and serially liable for such monies as are due and payable to the publisher.
- i. Publisher reserves the right to use any magazine material, in whole or in part, on the ACA website.
- j. Unless negatives are requested returned within 6 months of date of insertion, they will be destroyed.

PREFERRED MATERIALS

- a. We accept ads via e-mail and on CD. Please email all ad materials to magazine@arbeef.org.
- b. We work with IBM but will accept Macintosh files. We use InDesign CS, but will also accept Photoshop, Acrobat, Quark Express 5.0 and Illustrator files.

MECHANICAL REQUIREMENTS

- a. Full page type space: 7.5" wide x 10" deep.
- b. Page: 9"x 11.5" bleed; 8.5"x 11" trim.
- c. One Column: 2.33" wide; two columns: 4.875" wide; three columns: 7.5" wide.
- d. Depth of column: 10 inches.
- e. 133 line screen negative.
- f. Publication is printed web offset.
- g. Publication is bound saddle stitched.

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Phone: 501.224.2114 • Fax: 501.224.5377 • Web Site: www.arbeef.org