

2008 Livestock Advertising Rates

48L

	Size	B&W	2-Color	4-Color
Full Page	7" x 10"	\$4,750	\$5,307	\$6,301
2/3 Page	4 1/2" x 10"	\$3,550	\$4,107	\$5,101
1/2 Page	Island: 4 1/2" x 7 1/2" Vertical: 3 3/8" x 10" Horizontal: 7" x 5"	\$2,852	\$3,409	\$4,403
1/3 Page (v or h)	2 1/8" x 10" or 4 1/2" x 5"	\$1,768	\$2,325	\$3,319
1/4 Page (v or h)	3 3/8" x 5" or 4 1/2" x 3 3/4"	\$1,391	\$1,948	\$2,942
1/6 Page (v or h)	2 1/8" x 5" or 4 1/2" x 2 1/2"	\$944	\$1,501	\$2,495
1/8 Page	2 1/8" x 3 3/4"	\$778	\$1,335	\$2,329
1/12 Page	2 1/8" x 2 1/2"	\$513	\$1,070	\$2,064

Livestock rates are allowed for breed associations, breeders, livestock markets and auctions and companies or individuals providing A.I. services. Editorial support and separation of advertisements from competitors cannot be guaranteed. All advertisements are positioned at the Publisher's discretion.



Terms

Billing on last day of the preceding month. 1½% per month interest charged on unpaid invoices 30 days after due date of invoice.

No cash discounts allowed.

Frequency Discounts

<u>1</u>	0%	<u>12</u>	10%
<u>4</u>	5%	<u>16+</u>	12%
<u>8</u>	8%		

Closing Dates

Issue	Closing Date	Materials Due
January	12.17.07	12.21.07
February	01.15.08	01.22.08
March*	02.15.08	02.22.08
April**	03.17.08	03.25.07
May	04.15.08	04.22.08
June	05.15.08	05.22.08
July	06.16.08	06.23.08
August	07.15.08	07.22.08
September	08.15.08	08.22.08
October**	09.15.08	09.22.08
November	10.15.08	10.22.08
December	11.18.08	11.25.08

* Readership Study issue

** Blueprint issue

Sales Contacts

PUBLISHER

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