

IOWA Cattleman

ad rates | 2013-14

About

The *Iowa Cattleman* magazine offers you a cost-effective way to reach more than 10,000 Iowans who are members of the Iowa Cattlemen's Association. The monthly publication has a targeted audience that is involved and interested in the beef industry.

We offer several options of ad sizes ranging from 2-page spreads to a 2-inch directory ads. The directory ad keeps your name in front of customers each month for a minimal cost.

The *Iowa Cattleman* is produced on a web offset press on a coated stock in a 3-column format. Trim size is 8 1/4" x 10 7/8" and saddle-stitched. Four color reproduction is available.

Circulation

- Distributed monthly
- Circulation: approximately 10,000

Deadlines

- Ad space reservation due by the first of the month prior to publication
- Artwork due by the 10th of the month prior to publication

Discounts

- Friend of Industry: 10% discount
- 2-5 issues: 5% discount
- 6+ issues: 10% discount (+ 10% Friend of Industry discount if applicable)

Example:

\$690 - 10% = \$621.00

(discount of \$69.00)

\$621.00 - 5% = \$589.95

(discount of \$30.05)

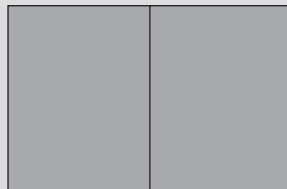
Total discount: \$100.05

Total ad price: \$589.95/each

Contact

Jackie Ditsworth, 515-296-2266, email jackie@iabeef.org. You can email a high-resolution PDF of your ad to Jackie, or we can help you create your ad for no additional charge.

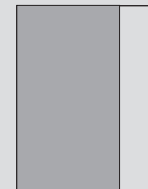
ADVERTISING SIZES | TRIM SIZE: 8 1/4" x 10 7/8"



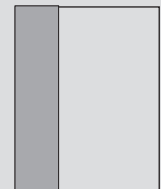
2 page spread with bleeds
16 3/4" x 11 1/4"



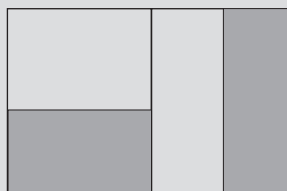
Full page with bleeds
8 3/8" x 11 1/4"



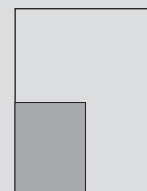
2/3 page
4 1/2" x 10"



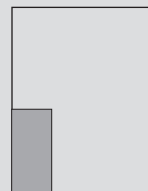
1/3 page
2 1/4" x 10"



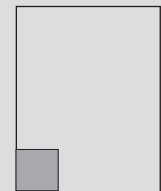
1/2 page - H 7 1/2" x 5"
1/2 page - V 3 1/8" x 10"



1/4 page
3 1/2" x 5"



1/6 page
2 1/2" x 5"



2" directory ad
2 1/5" x 2"

RATES

Size	PRODUCER		COMMERCIAL	
	BW	4-color	BW	4-color
Full page	\$690	\$1,220	\$870	\$1,390
2/3 page	\$505	\$1,030	\$630	\$1,070
1/2 page	\$390	\$745	\$485	\$1,030
1/3 page	\$295	\$550	\$315	\$650
1/4 page	\$210	\$360	\$240	\$465
1/6 page	\$140	\$265	\$160	\$340
2" directory ad	\$40		\$40	
Inside Cover		\$1,360		\$1,360
Back Cover		\$1,450		\$1,450

All rates are net.

WEB RATES

Size	PRODUCER		COMMERCIAL	
	Bi-weekly	Monthly	Bi-weekly	Monthly
Banner	\$125	\$200	\$175	\$250

This ad position appears only at the bottom of main pages on the Iowa Cattlemen's Association website at www.iacattlemen.org. Banner ads are 768x90 pixels. Ads will rotate with a limited number of other advertisers. Multiple banners can be purchased to increase your exposure. For available packages or print + web web discounts, call the ICA office. All rates are net.