



The Official Publication of the
Red Angus Association of America
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More than just a Magazine!

ADVERTISING RATES, SIZES & DEADLINES

Space	Annual Frequency		
	1X	5X	10X
Display Advertising			
Full Page	\$610	\$540	\$490
2/3 Page	\$490	\$425	\$400
1/2 Page	\$370	\$310	\$270
1/3 Page	\$260	\$230	\$210
1/4 Page	\$185	\$160	\$140
1/6 Page	\$135	\$115	\$ 90
1/8 Page	\$ 90	\$ 80	\$ 70

(Ad sizes and dimensions are illustrated on the reverse side)

Breeder Directory

1" Deep	\$250 Annually (10 issues)
2 1/8" Deep	\$400 Annually (10 issues)
3 1/4 " Deep	\$550 Annually (10 issues)

Color

Black + 1 color: \$100
 Black + 2 colors: \$200
 Full Color: \$325

Special Issues

July/August "Herd Reference Edition" is the annual "Who's Who" issue for Red Angus Breeders.
September "Feeder Calf Edition" focuses on feeder cattle marketing options (*expanded mailing*).
January "Bull Buyer's Edition" kicks off the bull buying season (*expanded mailing*).
May/June "Spring Sale Summary" Edition showcases Red Angus sale results.

Scans

Type	Small	Medium	Large
Color	\$30	\$35	\$70
B&W	\$10	\$15	\$30

Artwork

All staff-created art will be billed at the rate of \$30 per half-hour, with a minimum \$30 charge.

Discounts

Discount Type	Discount %
Camera Ready*	10%
Ad Pick-up**	10%

* **Camera Ready** status is limited to Quark and Adobe digital files.

** **Ad Pick-ups** must have been previously published in ARA Magazine within nine issues of the repeated ad.

Advertising Deadlines

Issue

September, October, November,
 December, February, March & April

May/June, July/August & January

Final Advertising Deadline

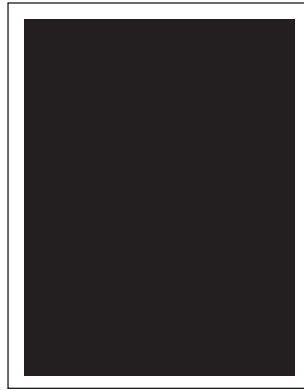
One month and ten days prior to month of issue
 (Example: July 20 for September issue)

One month and twenty days prior to month of issue
 (Example: November 10 for January issue)

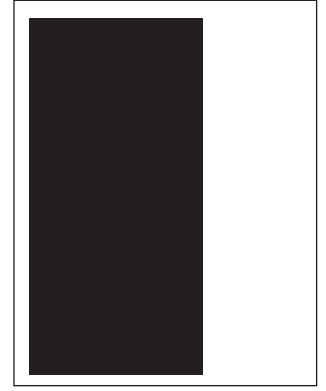
Ad Sizes & Dimensions



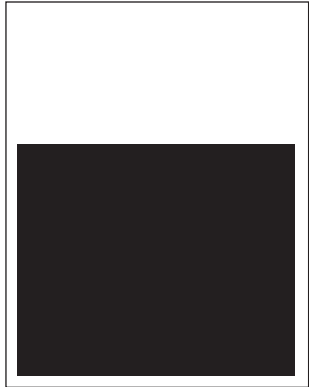
FULL PAGE BLEED
Trim + .25": 8.5" X 11.125"



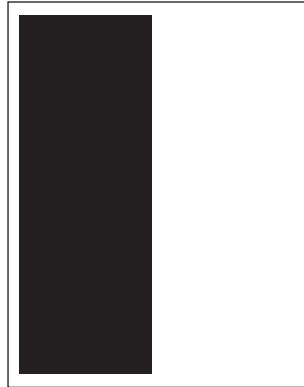
FULL PAGE
7.625" x 10.125"



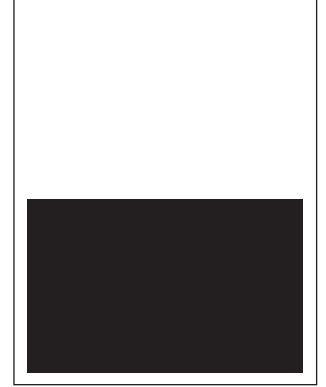
TWO-THIRDS VERT.
5" X 10.125"



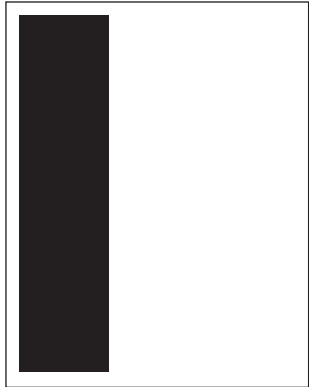
TWO-THIRDS HOR.
6.25" X 7.625"



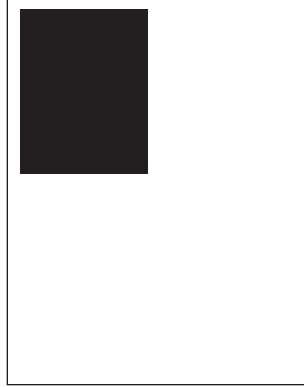
ONE-HALF VERT.
3.625" X 10.125"



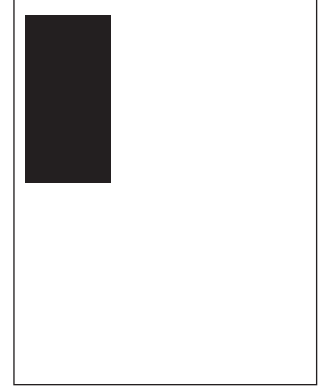
ONE-HALF HOR.
7.625" X 4.875"



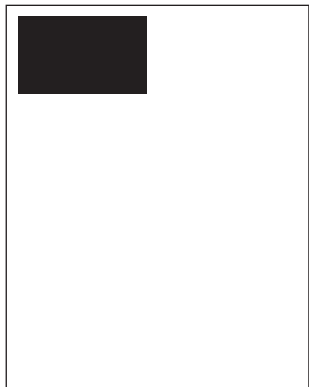
ONE-THIRD VERT.
2.33" X 10.125"



ONE-FOURTH
3.625" X 4.875"



ONE-SIXTH
2.33" X 5"



ONE-EIGHTH
3.625 X 2.2"

**For information regarding ARA Magazine
ad sizes or any other advertising questions,
please contact:**

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