



The Official Publication of the
Red Angus Association of America
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Also Available Online at
 RedAngus.org

ADVERTISING RATES, SIZES & DEADLINES

| Space | Annual Frequency | | |
|----------------------------|------------------|-------|-------|
| | 1X | 5X | 10X |
| Display Advertising | | | |
| Full Page | \$630 | \$555 | \$505 |
| 2/3 Page | \$505 | \$440 | \$415 |
| 1/2 Page | \$380 | \$320 | \$280 |
| 1/3 Page | \$270 | \$240 | \$220 |
| 1/4 Page | \$190 | \$165 | \$145 |
| 1/6 Page | \$140 | \$120 | \$ 95 |
| 1/8 Page | \$ 95 | \$ 85 | \$ 75 |

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

Breeder Directory

| | |
|--------------|----------------|
| 1" Deep | \$275 per year |
| 2 1/8" Deep | \$425 per year |
| 3 1/4 " Deep | \$575 per year |

Color

Black + 1 color: \$100
 Black + 2 colors: \$200
 Full Color: \$335

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
 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

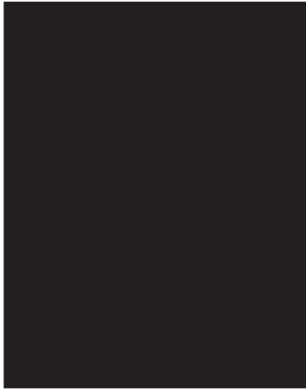
| Discount Type | Discount % |
|---------------|------------|
| Camera Ready* | 10% |

* Camera Ready status is limited to high resolution PDF or Jpeg

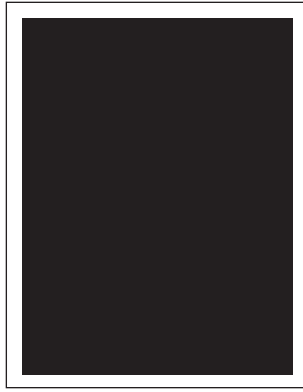
Advertising Deadlines

| Issue | Final Advertising Deadline |
|---|---|
| September, October, November, December, February, March & April | One month and ten days prior to month of issue (Example: July 20 for September issue) |
| May/June, July/August & January | One month and twenty days prior to month of issue (Example: November 10 for January issue) |

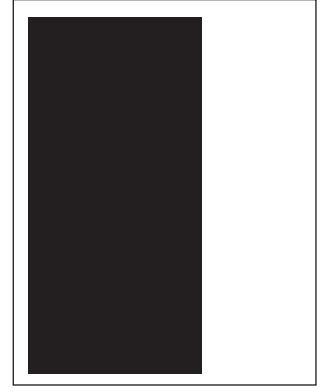
Ad Sizes & Dimensions



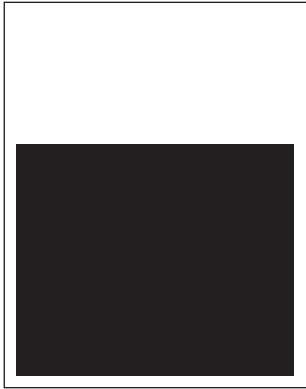
FULL PAGE BLEED
Trim + .25": 8.5" X 11.125"



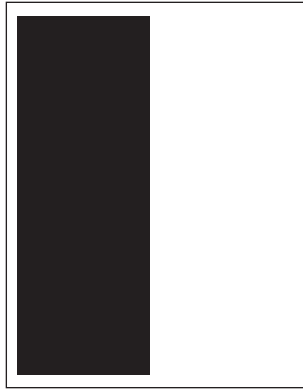
FULL PAGE
7.625" x 10.125"



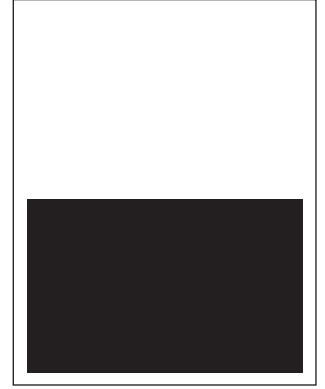
TWO-THIRDS VERT.
5" X 10.125"



TWO-THIRDS HOR.
7.625" X 6.25"



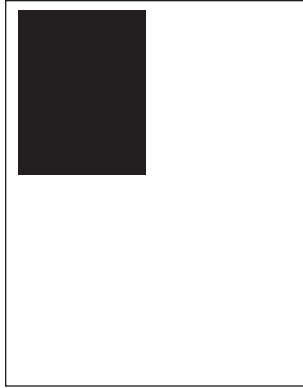
ONE-HALF VERT.
3.625" X 10.125"



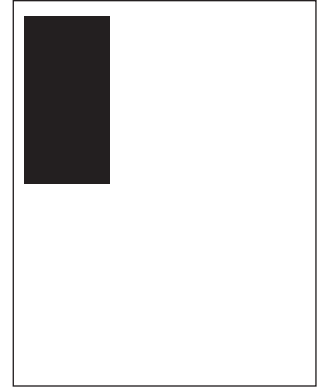
ONE-HALF HOR.
7.625" X 4.875"



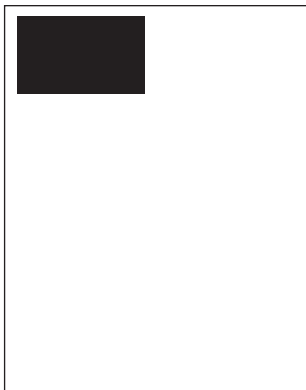
ONE-THIRD VERT.
2.33" X 10.125"



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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