

Western Livestock Journal®

RED ANGUS FEATURE SUPPLEMENT

Red Angus Feature touting the positive aspects of using Red Angus genetics.

Electronic File Preferences

Deadlines: (weekly) Ads and ad copy must be received in our office by 4:30 p.m. Tuesday of the week preceding date of issue the next Monday. Copy and separations for 4-color ads (except for those camera-ready) must be received by 4:30 p.m. Monday of the week preceding date of issue. Publication of advertising cannot be guaranteed for ads ordered but copy not received by deadline.

Not cancelable after Tuesday, 4:30 p.m.

Inserts available at competitive prices. Call for quotes.

Acceptable Page Layout Programs: InDesign CS3 or lower—PC & Mac—fonts and graphic links embedded or included.

Illustration Programs: Adobe Illustrator CS3 or lower—PC & Mac—save as AI file.

Acceptable File Formats: PDF, JPG or TIFF—PC & Mac—use CMYK (78%K), grayscale (87%K). No RGB. All photos should be scanned at 133 lpi/300 dpi. Photos should be scanned for actual finished document size.

PDF—Mac & PC. We encourage the use of PDF files. The file needs to be created in the distiller function of Acrobat Distiller and **not** PDF maker in your print setup. Before sending PDF file, call us for specific specifications required. A step-by-step distiller settings guide can be faxed to you, providing a customized template for our printer's needs. This is very important to ensure a quality product. **No 4-color black text.**

Fonts: We use Adobe Type Library fonts or Type 1 fonts. Please note: fonts not provided with files will be substituted with the nearest matching font. TrueType fonts are not recommended and may be substituted also. *Please be sure to include hard copy with document.*

Please, no files from Microsoft Publisher, Word, Excel or PowerPoint and Adobe FrameMaker. No GIFs, RGB, WMF, BMP & DAT files.

**Issue Date:
February 6th.
Ad deadline is
January 31st,
so hurry!**

Red Angus bulls are the third most-sought-after bulls with *Western Livestock Journal* readers. Our Bull Survey 2008 showed that 12.7% of our readers use Red Angus bulls. They will also replace nearly four bulls every year. That's a market for 5,200 Red Angus bulls. *WLJ* is your best access to the high volume Red Angus bull market in the West. Don't miss this issue specifically promoting Red Angus genetics. Call today.

ADVERTISING RATES (B&W)

Full page	(96")	\$2,235
1/2 page	(48")	1,250
Junior page.....	(40")	1,110
1/3 page	(32")	945
1/4 page	(24")	730
1/8 page	(12")	390
1/16 page	(6")	200
1/32 page	(3")	102

COLOR RATES:

1 Standard color \$200; Four color \$450.

For advertising information, contact us at our toll-free number, 800-850-2769, or call your field representative today:



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