ADVERTISING RATES, SIZES & DEADLINES

**Display Advertising**

<table>
<thead>
<tr>
<th>Space</th>
<th>1X</th>
<th>5X</th>
<th>10X</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page</td>
<td>$630</td>
<td>$555</td>
<td>$505</td>
</tr>
<tr>
<td>1/2 Page</td>
<td>$380</td>
<td>$320</td>
<td>$280</td>
</tr>
<tr>
<td>1/3 Page</td>
<td>$270</td>
<td>$240</td>
<td>$220</td>
</tr>
<tr>
<td>1/4 Page</td>
<td>$190</td>
<td>$165</td>
<td>$145</td>
</tr>
<tr>
<td>1/8 Page</td>
<td>$ 95</td>
<td>$ 85</td>
<td>$ 75</td>
</tr>
</tbody>
</table>

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

**Breeder Directory**

<table>
<thead>
<tr>
<th>Depth</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>1” Deep</td>
<td>$275 per year</td>
</tr>
<tr>
<td>2 1/8” Deep</td>
<td>$425 per year</td>
</tr>
<tr>
<td>3 1/4 “ Deep</td>
<td>$575 per year</td>
</tr>
</tbody>
</table>

**Color**

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

**Artwork**

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

**Discounts**

<table>
<thead>
<tr>
<th>Discount Type</th>
<th>Discount %</th>
</tr>
</thead>
<tbody>
<tr>
<td>Camera Ready*</td>
<td>10% off space</td>
</tr>
</tbody>
</table>

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

**Ad Reservations Deadline**

One month prior to month of issue
(Example: August 1st for September Issue)

- May 1st
- July 1st

**Advertising Deadlines**

- September, October, November,
  December, January, February, March & April
- May/June
- July/August

**Editorial Calendar**

- **January “Bull Buyer’s Edition”** kicks off the bull buying season (expanded mailing).
- **February Edition** is the annual Genetics Issue with the release of Spring EPDs.
- **March Edition** promotes Feeder Cattle and Grid Marketing.
- **April Edition** showcases Red Angus Females.
- **May/June “Spring Sale Summary” Edition** promotes Stewardship.
- **July/August “Herd Reference Edition”** promotes Crossbreeding and Annual Convention.
- **September “Feeder Calf Edition”** focuses on feeder cattle marketing options (expanded mailing).
- **October Edition** promotes Red Angus and Red Angus Influenced Females.
- **November Edition** promotes Stewardship.
- **December Edition** showcases the Junior Red Angus Association and Red Angus Foundation, Inc.
Ad Sizes & Dimensions

FULL PAGE BLEED
Trim size 8.375” x 10.875” + .25”:
8.625” X 11.125”

FULL PAGE
7.625” x 10.125”

ONE-HALF HOR.
7.625” X 4.875”

ONE-HALF VERT.
3.625” X 10.125”

ONE-THIRD VERT.
2.33” X 10.125”

ONE-FOURTH
3.625” X 4.875”

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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