



BUCKLE & BANNER

Publication of the Red Angus Association of America
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ADVERTISING RATES, SIZES & DEADLINES

Display Advertising Rates

Full Page	\$500
½ Page	\$325
¼ Page	\$225
Back Cover	\$1,000
Inside Front Cover	\$625
Inside Back Cover	\$625

Advertising Deadlines

Issue	
January (Fall Show Headlines)	December 1st
March (Winter Show Headlines)	March 5th

June (Spring Show Headlines)
September (Summer Show Headlines)

May 15
September 1st

General Information

Published 4 times annually by the Red Angus Association of America at the national headquarters (18335 E 103rd Avenue, Suite 202, Commerce City, CO 80022). A non-political magazine dedicated to the promotion and improvement of breeding, showing, feeding and marketing Red Angus cattle.

Editorial and Advertising Policy

Advertising and editorial content are not limited to any particular class of product or subject matter. However, we reserve the right to refuse publication of any material not within the bounds of high agricultural ethics. While we devote the utmost care to the preparation of each advertisement, we cannot be held responsible for ads received after the ad deadline. Furthermore, the accuracy and content of copy received over the telephone is entirely the responsibility of the advertiser. No adjustment for incorrect ad copy will be considered for ads that are received after the ad deadline or that are placed over the telephone.

All unused reserved advertising space that is not cancelled by the advertising deadline will be fully billed to the advertiser.

Print Ready Advertisement Sizes

Full Page:

Ad size- 7.625 in x 10 in.

Trim- 8.5 in x 11 in

Full Bleed- 8.75 in x 11.25 in

½ Page Horizontal: 7.625 in x 4.875 in

No Bleed

¼ Page: 3.625 in x 4.875 in

No Bleed

FULL PAGE

AD SIZE- 7.625 IN X 10 IN.

TRIM- 8.5 IN X 11 IN

FULL BLEED- 8.75 IN X 11.25 IN

QUARTER PAGE

3.625 IN X 4.875 IN

NO BLEED

HALF PAGE

7.625 IN X 4.875 IN

NO BLEED