

RED ANGUS Magazine

Also Available Online at RedAngus.org

The Official Publication of the
Red Angus Association of America
 18335 E. 103rd Ave., Suite 202
 Commerce City, CO 80022
 (940)387-3502 • Fax 888-829-6069
RedAngus.org

Publisher/Advertising Director Tracey Koester
 (701) 391-5440 • email: tracey@redangus.org
 Editor Brandi Buzzard Frobose
 email: brandi@redangus.org
 Subscriptions and Circulation.....Halla Pfeiff
 email: halla@redangus.org

2021 ADVERTISING RATES, SIZES & DEADLINES

Space	Annual Frequency		
	1X	5X	10X
Display Advertising			
Full Page	\$630	\$555	\$505
1/2 Page	\$380	\$320	\$280
1/3 Page	\$270	\$240	\$220
1/4 Page	\$190	\$165	\$145
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

Design

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% off space

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

Advertising Deadlines

Issue	Ad Reservation Deadline
September, October, November, December, January, February, March & April	One month prior to month of issue (Example: August 1st for September Issue)
May/June	May 1st
July/August	July 1st

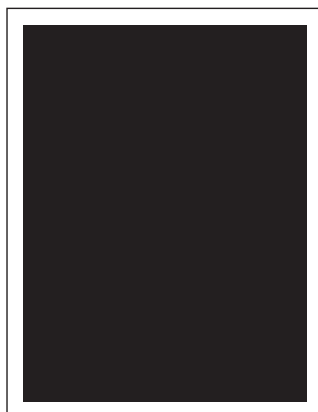
Editorial Calendar

January "Bull Buyer's Edition" kicks off the bull-buying season (**expanded mailing**).
 February Edition is the annual genetics Issue
 March Edition promotes feeder cattle and grid marketing
 April Edition showcases Red Angus females and reproduction
 May/June "Spring Sale Summary" Edition promotes stewardship
 July/August "Herd Reference Edition" promotes crossbreeding and the 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 covers the National Red Angus Convention.
 December Edition showcases the Red Angus Foundation, Inc. and women in agriculture

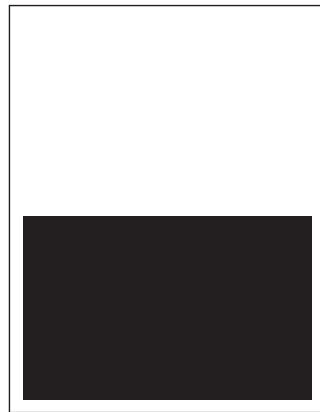
Ad Sizes & Dimensions



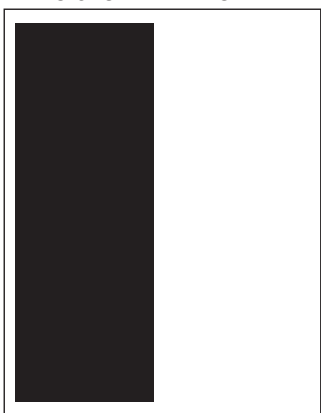
FULL PAGE BLEED
Trim size 8.375" x 10.875" + .25":
8.625" X 11.125"



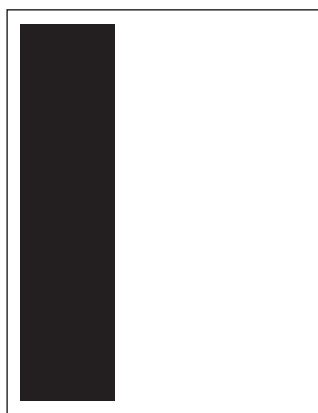
FULL PAGE
7.625" x 10.125"



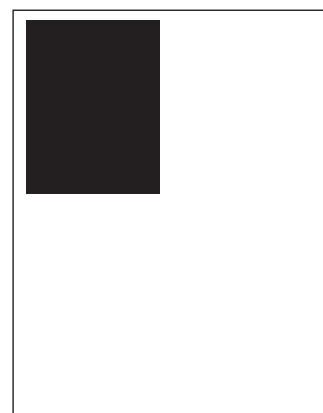
ONE-HALF HOR.
7.625" X 4.875"



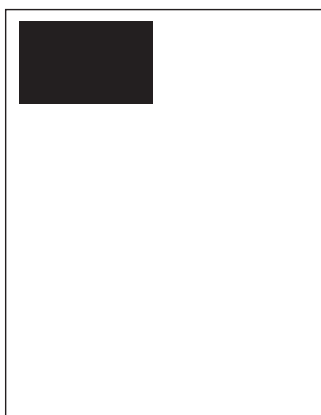
ONE-HALF VERT.
3.625" X 10.125"



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:

Tracey Koester, Red Angus Magazine
Publisher/Advertising Director
tracey@redangus.org
(701) 391-5440