



Western Livestock Journal®

The Newspaper for Livestock People

ADVERTISING RATE CARD

Rates Effective January 1, 2008 • Rate Card No. 26

CROW PUBLICATIONS, INC. • 7995 E. Prentice Ave., #305, Greenwood Village, CO 80111
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ACCEPTABLE File Formats:

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 – PC & Mac – 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 4C black text

Fonts: We use Adobe Type Library fonts or Type1 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.

Media: DVD, CD-Rom or ftp site.

UNACCEPTABLE Program Files:

Microsoft Publisher – Cannot open or convert files.
Adobe FrameMaker – Cannot open or convert files.
Microsoft Word and Excel – Cannot include word art or images, only able to use for text or tables.

Microsoft PowerPoint – Not a postscript program, uses RGB.

UNACCEPTABLE File Formats:

GIF – An internet only format, RGB and low resolution

RGB – An internet color system only, computer monitors only.

WMF & BMP – Mostly RGB, low resolution not recommended.

ELECTRONIC FILE PREFERENCE

ACCEPTABLE Page Layout Programs:

InDesign CS3 or lower – PC & Mac – fonts and graphic link embedded or included.

Illustration Programs:

Adobe Illustrator CS3 or lower – PC & Mac - save as AI file.

NON-COMMISSIONABLE. Rates effective January 1, 2008 • Rate Card No. 26

NEWSPAPER ADVERTISING RATES (B&W)

NON-COMMISSIONABLE		1 time	3 times	6 times	12 times	26 times	52 times
full page	(96")	\$2,235	\$2,125	\$2,010	\$1,900	\$1,675	\$1,565
3/4 page	(72")	1,715	1,630	1,545	1,460	1,285	1,200
2/3 page	(64")	1,560	1,480	1,405	1,325	1,170	1,090
1/2 page	(48")	1,250	1,185	1,125	1,060	935	875
jr. page	(40")	1,110	1,060	1,000	945	835	780
1/3 page	(32")	945	900	850	805	710	660
1/4 page	(24")	730	690	655	620	555	510
1/6 page	(16")	500	475	450	424	375	350
1/8 page	(12")	390	370	350	330	290	275
1/16 page	(6")	200	190	180	160	150	140
one col. inch		34					

Newspaper Specifications printed web offset - 133 line screen

	inches	width	depth		inches	width	depth	Color Rates
page trim size		11-3/8"	16-3/4"	(4 col. x 8")	32	6-13/16"	8"	<ul style="list-style-type: none"> • 1 Standard color \$200 • Four color \$450
page image area	96	10-5/16"	15-3/4"	(5 col. x 6-7/16")	32	8-9/16"	6-7/16"	
				(6 col. x 5-1/3")	32	10-5/16"	5-5/16"	Extra Charges Photos (black & white halftones) and 4-color separations. Past due accounts will have 1-1/2% per month added.
3/4 page				1/4 page				
(5 col. x 14-7/16")	72	8-9/16"	14-7/16"	(2 col. x 12")	24	3-5/16"	12"	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.
(6 col. x 12")	72	10-5/16"	12"	(3 col. x 8")	24	5-1/16"	8"	
2/3 page				(4 col. x 6")	24	6-13/16"	6"	
(4 col. x 15-3/4")	64	6-13/16"	15-3/4"	(5 col. x 4-13/16")	24	8-9/16"	4-13/16"	
(5 col. x 12-13/16")	64	8-9/16"	12-13/16"	(6 col. x 4")	24	10-5/16"	4"	
1/2 page				1/6 page				
(3 col. x 15-3/4")	48	5-1/16"	15-3/4"	(2 col. x 8")	16	3-5/16"	8"	
(4 col. x 12")	48	6-13/16"	12"	(3 col. x 5-1/3")	16	5-1/16"	5-1/3"	
(5 col. x 9-9/16")	48	8-9/16"	9-9/16"	(4 col. x 4")	16	6-13/16"	4"	
(6 col. x 8")	48	10-5/16"	8"	1/8 page				
junior page*				(2 col. x 6")	12	3-5/16"	6"	
(3 col. x 13-1/3")	40	5-1/16"	13-5/16"	(3 col. x 4")	12	5-1/16"	4"	
(4 col. x 10")	40	6-13/16"	10"	(4 col. x 3")	12	6-13/16"	3"	
(5 col. x 8")	40	8-9/16"	8"	(5 col. x 2-7/16")	12	8-9/16"	2-7/16"	
(6 col. x 6-2/3")	40	10-5/16"	6-5/8"	(6 col. x 2")	12	10-5/16"	2"	
*For a junior page bleed ad that must exceed 6-13/16" in width, please use 1/2 page rate.								
1/3 page				1/16 page				
(2 col. x 15-3/4")	32	3-5/16"	15-3/4"	(1 col. x 6")	6	1-9/16"	6"	
(3 col. x 10-2/3")	32	5-1/16"	10-5/8"	(2 col. x 3")	6	3-5/16"	3"	
				(3 col. x 2")	6	5-1/16"	2"	
				1 column width		1-9/16"		