Western Livestock Journal ®

The Newspaper for Livestock People

ADVERTISING RATE CARD

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

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MAGAZINE ADVERTISING RATES (B&W)

NON-COMMISSIONABLE		full edition	regional edition
			CCI only
full page	(30”)	$1,125	$925
3/4 page	(22-1/2”)	875	775
2/3 page	(20”)	775	640
1/2 page (island)	(15”)	665	560
1/2 page	(15”)	615	520
1/3 page	(10”)	435	375
1/4 page	(7-1/2”)	315	285
1/6 page	(5”)	220	205
1/12 page	(2-1/2”)	110	110

COLOR RATES: 1 Standard color $185; Matching color (PMS) $225; Four color $425.

Special Magazine Editions:

Commercial Cattle Issue Published in August

North American Bull Buyer's Guide Published in January

MAGAZINE SPECIFICATIONS *printed web offset - 133 line screen*

	inches	width	depth
page bleed size		8-7/8”	11-3/8”
page trim size		8-3/8”	10-7/8”
page image area			
(3 col. x 10”)	30	7-5/16”	10”
3/4 page			
(3 col. x 7-1/2”)	22-1/2	7-5/16”	7-1/2”
2/3 page			
(2 col. x 10”)	20	4-13/16”	10”
(3 col. x 6-2/3”)	20	7-5/16”	6-5/8”
1/2 page			
(2 col. x 7-1/2” island)	15	4-13/16”	7-1/2”
(3 col. x 5”)	15	7-5/16”	5”
1/3 page			
(1 col. x 10”)	10	2-5/16”	10”
(2 col. x 5”)	10	4-13/16”	5”
1/4 page			
(1 col. x 7-1/2”)	7-1/2	2-5/16”	7-1/2”
(1-1/2 col. x 5”)	7-1/2	3-1/2”	5”
(2 col. x 3-3/4”)	7-1/2	4-13/16”	3-3/4”
1/6 page			
(1 col. x 5”)	5	2-5/16”	5”
(2 col. x 2-1/2”)	5	4-13/16”	2-1/2”
1 column inch	1	2-5/16”	1”

ELECTRONIC FILE PREFERENCE

ACCEPTABLE Page Layout Programs:
InDesign CS3 or lower – PC & Mac – fonts and graphic link embedded or included.

<u>Illustration Programs:</u>
Adobe Illustrator CS3 or lower – PC & Mac - save as AI file.

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.