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Advertise

The Alabama Cattleman Magazine Advertising Rates & Sizes

Cattle Producer Rates

Space	Black & White	2-Color	4-Color
Full page	\$575	\$ 719	\$925
2/3 page	\$450	\$510	\$782
1/2 page	\$350	\$420	\$578
1/3 page	\$240	\$315	\$378
1/6 page	\$128	\$175	\$241

In State Commercial Rates

Space	Black & White	2-Color	4-Color
Full page	\$794	\$1,018	\$1,495
2/3 page	\$598	\$759	\$978
1/2 page	\$460	\$598	\$834
1/3 page	\$322	\$402	\$518
1/6 page	\$178	\$230	\$299

* Advertising rates are discounted 5% for 6x ads and 10% for 12x ads per year. *

Single-Sized Directory Ads - \$40/month (billed quarterly)
Double-Sized Directory Ads - \$90/month (billed quarterly)

Contact:

Nicky Bechard at nbechard@bamabeef.org
or 334-265-1867

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National advertising rates available at:
www.livestockadvertisingnetwork.org

Mechanical Size Specs

Full Page: 7 1/4" x 9 1/2"

2/3 Page: 4 3/4" x 9 1/2"

1/2 Page: Horizontal 7 1/4" x 4 1/4" • Vertical 4 3/4" x 7"

1/3 Page: Square 4 3/4" x 4 3/4" • Tall 2 1/4" x 9 1/2"

Page size: 8.5"x11"

Bleed ads need 1/8" over on all sides

Live copy must be no closer than 1/4" to outer edges

Accepted formats: Adobe PDF (please embed all fonts), TIFF, EPS, or JPEG saved at a minimum 300 dpi resolution at actual size.

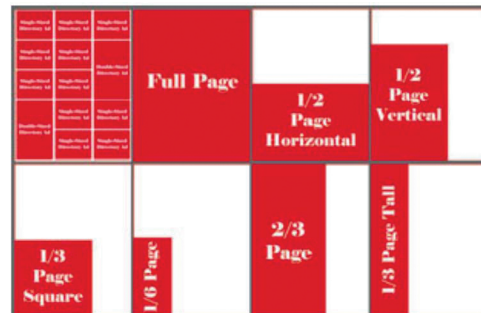
Printing: Web offset, coated paper, saddle stitch

Premium Positions

Back Cover - add \$200 to full page 4-color

Inside Back Cover - add \$100 to full page 4-color

Inside Front Cover - add \$100 to full page 4-color



Free Ad Layout/Design for All Advertisers