

Advertising Rates

Effective September 25, 2004

Space Charges

Size & Format

Standard Issues

January, March,
July/August, Oct./Nov., Dec.

Black & White Rates Only

Size	1X	2X	3X	4X
Full Page	\$650	\$637	\$630	\$624
2/3 Page	\$546	\$535	\$529	\$524
1/2 Page (Vertical)	\$468	\$458	\$453	\$449
1/2 Page (Horizontal)	\$400	\$392	\$388	\$384
1/3 Page (Horizontal)	\$260	\$254	\$252	\$249
1/6 Page	\$130	\$127	\$126	\$124
State Card Directory	\$ 80	\$ 79	\$ 78	\$ 77

Color - 2-color (Black plus 1 color) - \$150
Charges - Matched PMS color - \$485
- 4-Color - \$300

Frequency - 2X/Year - 2% Discount
Discounts - 3X/Year - 3% Discount
- 4X/Year - 4% Discount

Insert Rates - Call for quotes & more information.

Premium Position - Back cover, inside front or back cover and center spread reserved on a first-come, first-served basis. 10% additional cost.

To Advertise Contact:

Dean Pike
ASA Field Representative
Home: (308)247-2045
Cell: (303)810-7605

or

Joe McDaniel
ASA Director of Communications
Office: (303)770-9292
E-mail: joe@salersusa.org

American
SALERS
Association

For additional information, contact the

American Salers Association
19590 E Mainstreet, Suite 202

Parker, CO 80138

Phone: (303)770-9292

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Web Site: www.salersusa.org

American
SALERS
The Official Publication of the American Salers Association



Breeder Advertising Rate Card

Effective September 25, 2009

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19590 E Mainstreet, Suite 202

Parker, CO 80138

Phone: (303)770-9292

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E-mail: sherry@salersusa.org

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The

American SALERS

is published 5 times a year ~
January,
March,
July/August,
October/November,
December

Deadline Dates

Issue

January
March
July/August
Oct./Nov.
December

Deadline

November 25
January 25
May 25
August 25
October 25

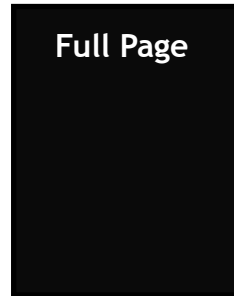
Circulation

Every issue of the *American
Salers* is mailed to
15,000+ cattlemen.

Reserve Your Space Today!

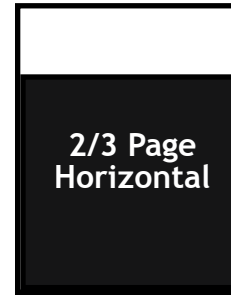
Advertising Dimensions

Ad shapes shown relative to page. Exact sizes listed below each example.



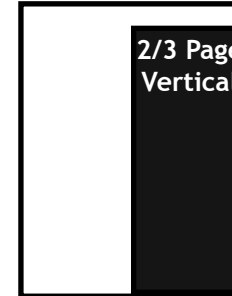
Full Page

$8\frac{3}{8} \times 10\frac{7}{8}$ " (Trim)
 $7\frac{1}{2} \times 10$ " (Live Area)
 $8\frac{7}{8} \times 11\frac{3}{8}$ " (Bleed)



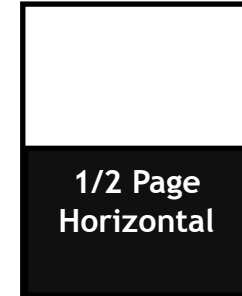
2/3 Page
Horizontal

$7\frac{1}{4} \times 6\frac{1}{4}$ "



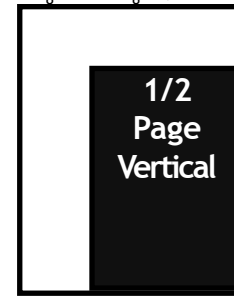
2/3 Page
Vertical

$4\frac{3}{4} \times 9\frac{5}{8}$ "



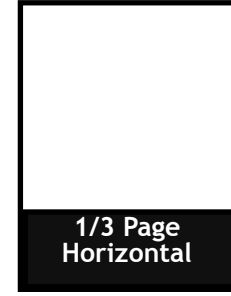
1/2 Page
Horizontal

$7\frac{1}{4} \times 4\frac{3}{4}$ "



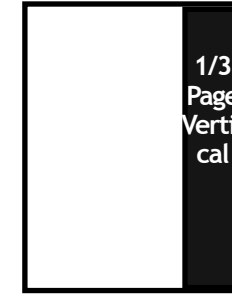
1/2
Page
Vertical

$4\frac{3}{4} \times 7\frac{1}{4}$ "



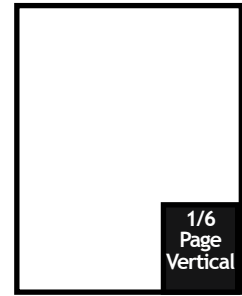
1/3 Page
Horizontal

$7\frac{1}{4} \times 2\frac{7}{8}$ "



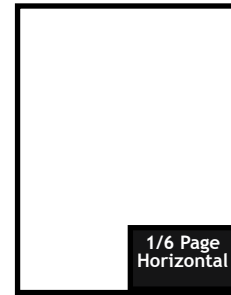
1/3
Page
Vertical

$2\frac{3}{16} \times 9\frac{5}{8}$ "



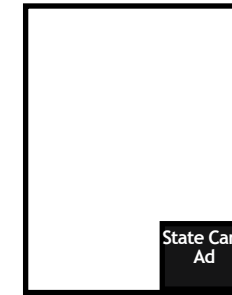
1/6
Page
Vertical

$2\frac{5}{16} \times 4\frac{7}{8}$ "



1/6 Page
Horizontal

$4\frac{1}{18} \times 2\frac{5}{16}$ "



State Card
Ad

$3\frac{3}{4} \times 2$ "

Electronic Ads - Ads can be furnished on disk, CD or via e-mail. All materials needs to be of higher resolution - a minimum of 300 dpi for photos, 600 dpi minimum preferred for line art.

Ad format - High resolution tiff, jpeg or pdf files for either black and white or color ads.