

Advertising Rates

Effective March, 2009

Space Charges

Size & Format

Standard Issues

*January, March, July / August,
Oct. / Nov., December*

Black & White Rates Only

Full Page	\$910
2/3 Page	\$765
1/2 Page (Vertical)	\$655
1/2 Page (Horizontal)	\$560
1/3 Page (Horizontal)	\$360
1/3 Page (Vertical)	\$360
1/4 Page	\$277
1/6 Page	\$182
State Card Directory	\$112

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

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

Insert - Call for quotes & more
Rates information.

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

American Salers Association
19590 E. Mainstreet, Suite 202
Parker, CO 80138

AMERICANSALERS

The Official Publication of the American Salers Association



Commercial Advertising Rate Card

Effective September 24, 2009

American Salers Association
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AMERICANSALERS

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

Deadline Dates

<u>Issue</u>	<u>Deadline</u>
January	November 25
March	January 25
July/August	May 25
Oct./Nov.	August 25
December	November 3

If the deadline falls on a weekend then all material must be received in the ASA office no later than the following Monday.

Circulation

Every issue of the *American Salers* is mailed to 8,000+ cattlemen.

Reserve Your Space Today!

To Advertise Contact:

Sherry Doubet

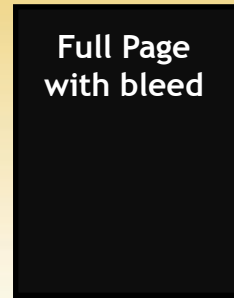
ASA Executive Vice President

Office: (303)770-9292

E-mail: sherry@salersusa.org

Advertising Dimensions

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



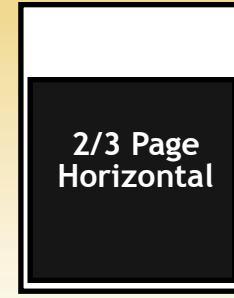
Full Page
with bleed

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



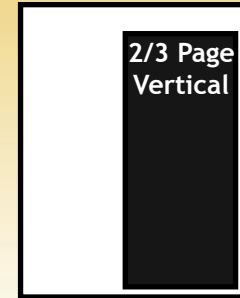
Full Page

$7\frac{3}{8} \times 9\frac{7}{8}$ "



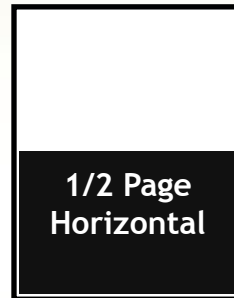
2/3 Page
Horizontal

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



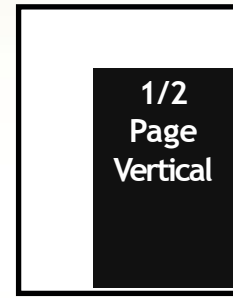
2/3 Page
Vertical

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



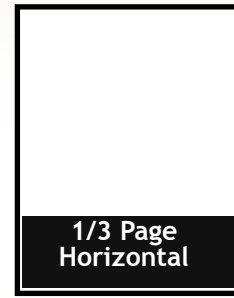
1/2 Page
Horizontal

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



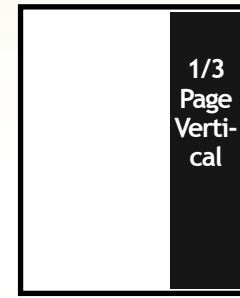
1/2
Page
Vertical

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



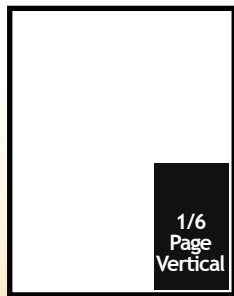
1/3 Page
Horizontal

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



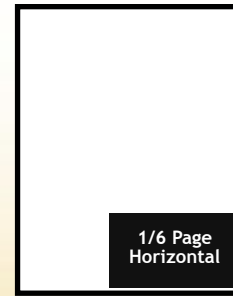
1/3
Page
Vertical

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



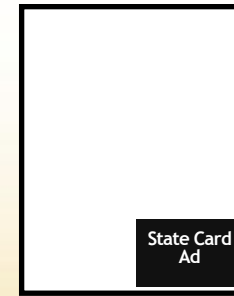
1/6
Page
Vertical

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



1/6 Page
Horizontal

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



State Card
Ad

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

Electronic Ads - Ads can be furnished on disk, CD or via e-mail. All materials need 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.