

The Official Publication of the American Salers Association

AMERICAN SALERS *Magazine*

- Reach:** Herd Issues circulation of 7,000
Breeder Issues circulation of 3,500
- Frequency:** Published five (5) times a year
January, March, September, November, and December
- Editorial Overview:** The American Salers Magazine is to provide the most up-to-date information to not only Salers breeders, but to commercial breeders, industry partners, and any person who maybe interested in the Salers breed. Each of the American Salers Magazine issues provides the reader with ranch ads and interesting articles on current topics in the cattle industry.
- Audience Profile:** American Salers Association Members, including bull and heifer buyers, Beef Extension Specialists, Feedlots, Order Buyers and Auction Barns
- Advertise With Us:** Contact Dean Pike, ASA Field Representative at 308.810.7605 (cell) or 308.247.2045 (home)

Issue	Space Reservations and Ad Copy Due	Camera Ready Deadline	Magazine Sent to Printer
January Commercial Producer	December 23	December 26	January 5
March Herd Bull	February 7	February 15	February 20
September Herd Reference	August 7	August 15	August 20
November Female Focus	October 7	October 15	October 20
December National Western Stock Show	November 7	November 15	November 20

AMERICAN SALERS MAGAZINE

19590 E. Mainstreet, Suite 104 | Parker, CO 80138 | 303.770.9292 | www.salersusa.org

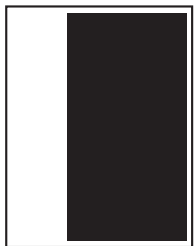
AMERICAN SALERS Magazine



FULL PAGE
within margins:
7.38" x 9.875"

to trim:
8.375" x 10.875"

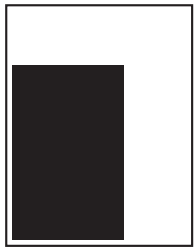
with bleed:
8.875" x 11.375"



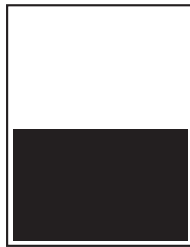
2/3 page tall
4.75" x 9.625"



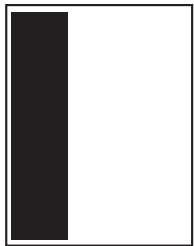
2/3 page flat
7.25" x 6.25"



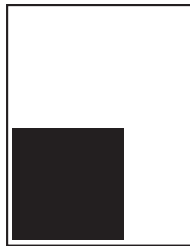
1/2 page tall
4.75" x 7.25"



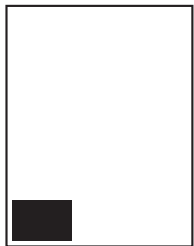
1/2 page flat
7.25" x 4.75"



1/3 page tall
2.1875" x 9.625"



1/3 page square
4.875" x 4.875"



State Card Ad
3.75" x 2"



1/6 page
4.875" x 2.3125"

ADVERTISING RATES BLACK & WHITE ADS

Size	1x	2x	3x	4x
Full page	\$715	\$700	\$695	\$685
2/3 page	600	590	580	574
1/2 page tall	515	504	500	494
1/2 page horizontal	440	430	427	422
1/3 page	286	280	278	274
1/6 page	144	140	138	136
State Card Directory	88	87	86	85

ADVERTISING RATES 1-COLOR

Size	1x	2x	3x	4x
Full page	\$865	\$850	\$845	\$835
2/3 page	750	740	730	724
1/2 page tall	665	654	650	644
1/2 page horizontal	590	580	577	572
1/3 page	436	430	428	474
1/6 page	294	290	258	256
State Card Directory	238	237	236	235

ADVERTISING RATES 4-COLOR

Size	1x	2x	3x	4x
Full page	\$1,015	\$1,000	\$995	\$985
2/3 page	900	890	880	874
1/2 page tall	815	804	800	794
1/2 page horizontal	740	730	727	722
1/3 page	586	580	578	574
1/6 page	444	440	438	436
State Card Directory	388	387	386	385

Prices listed above are per issue.

AMERICAN SALERS MAGAZINE

19590 E. Mainstreet, Suite 104 | Parker, CO 80138 | 303.770.9292 | www.salersusa.org