

# 10 Commercial Rates

The **Iowa Cattleman** magazine offers you a cost effective way to reach more than 10,000 Iowans who are members of the Iowa Cattlemen's Association. The monthly publication (except July and August) offers you a targeted audience that is involved and interested in the beef industry. We can help you create advertising that will get the attention of prospective buyers.

The **Iowa Cattleman** is produced on a web offset press. Four color reproduction is available. Produced on a coated stock in a 3-column format. Trim size is 8-1/4" x 10-7/8", and saddle-stitched.

We offer several options of ad sizes ranging from 2-page spreads to a 2" directory ad. The 2" directory ad keeps your name in front of customers each month for a minimal cost.

**Ads are due at the first of the month prior to publication.** (Feb. 1 for March magazine.)

## Ad Rates



| <u>Size</u>     | <u>BW</u> | <u>4-color</u> |
|-----------------|-----------|----------------|
| Full page       | \$825     | \$1,320        |
| 2/3 page        | \$600     | \$1,020        |
| 1/2 page        | \$460     | \$980          |
| 1/3 page        | \$300     | \$620          |
| 1/4 page        | \$225     | \$440          |
| 1/6 page        | \$150     | \$325          |
| 2" directory ad | \$40      |                |
| Inside Cover    | \$860     | \$1,360        |
| Back Cover      | \$1,050   | \$1,450        |

### Run your ad in multiple issues and receive these discounts.

- 10% Associate Member discount
- 5% Quantity discount for 3 insertions

*Sample of discount on a 1-page, black & white ad running 4 issues.*

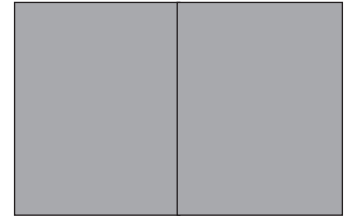
$\$785 - 10\% = \$706.50$  (a discount of \$78.50)  
 $\$706.50 - 5\% = \$671.18$  (a discount of \$35.33)  
 Total discount: \$113.82  
 Total ad price: \$671.18/each

Send materials and questions to Jackie Ditsworth, ICA Graphic Designer, 2055 Ironwood Court, Ames, Iowa 50014. Or call the office at 515-296-2266. E-mail [jackie@iabeef.org](mailto:jackie@iabeef.org) for more information.

## ADVERTISING SIZES

Trim size: 8-1/4" x 10 7/8"

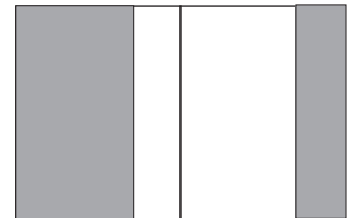
2 page spread  
14-1/8" x 10-3/8"



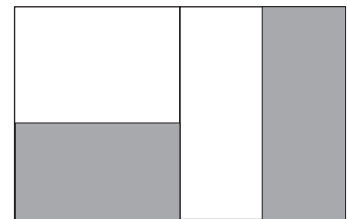
Full page  
7-1/16" x 10-3/16"



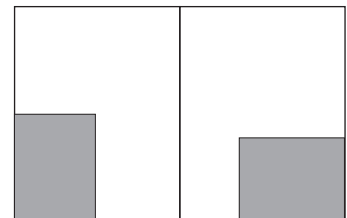
2/3 page  
4-5/8" x 10-3/16"



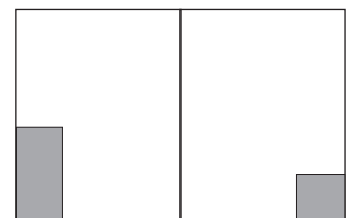
1/3 page  
2-1/4" x 10-3/16"



1/2 page - H  
7-1/16" x 5-1/16"



1/2 page - V  
3-1/2" x 10-3/16"



1/4 page  
3-1/2" x 5-1/16"

1/6 page  
2-1/4" x 5-1/16"

2" directory ad  
2" x 2"

\* Add additional 1/4" for bleeds \*