

# '10 Producer Ad Rates

The **Iowa Cattleman** magazine offers you a cost effective way to reach more than 12,000 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



Size	BW	4-color
Full page	\$655	\$1,160
2/3 page	\$480	\$980
1/2 page	\$370	\$710
1/3 page	\$280	\$520
1/4 page	\$200	\$340
1/6 page	\$130	\$250
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.

2-5 issues	10% discount
6-9 issues	5% additional discount

*Sample of discount on a 1-page, black & white ad running 7 issues.*

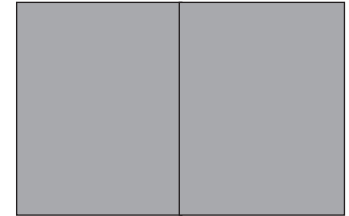
$\$625 - 10\% = \$562.50$  (a discount of \$62.50)  
 $\$562.50 - 5\% = \$534.38$  (a discount of \$28.12)  
 Total discount: \$90.62  
 Total ad price: \$534.38/each

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"



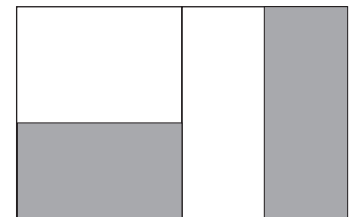
Full page  
7-1/16" x 10-3/16"



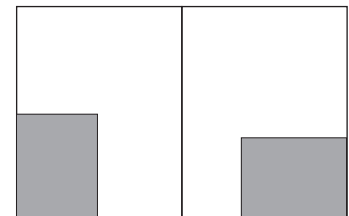
2/3 page  
4-5/8" x 10-3/16"



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 \*