

# IOWA Cattleman

ad rates | 2016-17

## About the Iowa Cattleman

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 has a targeted audience that is involved and interested in the beef industry.

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

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

## Circulation

- Distributed monthly
- Circulation: approximately 10,000

## Deadlines

- Ad space reservation due by the first of the month prior to publication
- Artwork due by the 10th of the month prior to publication

## Discounts

- Friend of Industry: 10% discount
- 2-5 issues: 5% discount
- 6+ issues: 10% discount (+ 10% Friend of Industry discount if applicable)

Example:

\$690 - 10% = \$621.00

(discount of \$69.00)

\$621.00 - 5% = \$589.95

(discount of \$30.05)

Total discount: \$100.05

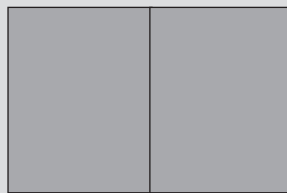
Total ad price: \$589.95/each

## Contact

Jackie Ditsworth, 515-296-2266, email jackie@iabeef.org. You can email a high-resolution PDF of your ad to Jackie, or we can help you create your ad for no additional charge.

## Print Specs & Rates | 2016-17

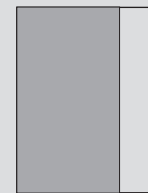
### ADVERTISING SIZES | TRIM SIZE: 8 1/4" x 10 7/8"



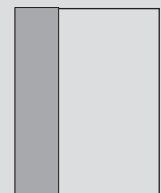
**2 page spread** with bleeds  
16 3/4" x 11 1/4"



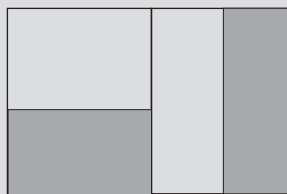
**Full page** with bleeds  
8 3/8" x 11 1/4"



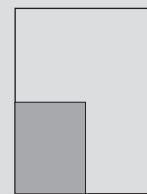
**2/3 page**  
4 1/2" x 10"



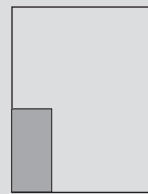
**1/3 page**  
2 1/4" x 10"



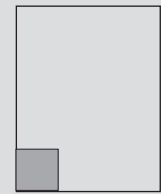
**1/2 page - H** 7 1/2" x 5"  
**1/2 page - V** 3 1/2" x 10"



**1/4 page**  
3 1/2" x 5"



**1/6 page**  
2 1/2" x 5"



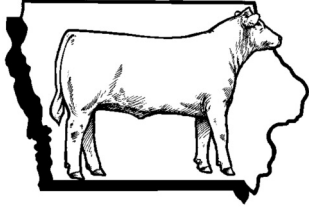
**2" directory ad**  
2 1/2" x 2"

### RATES

Size	PRODUCER		COMMERCIAL	
	BW	4-color	BW	4-color
<b>Full page</b>	\$690	\$1,220	\$870	\$1,390
<b>2/3 page</b>	\$505	\$1,030	\$630	\$1,070
<b>1/2 page</b>	\$390	\$745	\$485	\$1,030
<b>1/3 page</b>	\$295	\$550	\$315	\$650
<b>1/4 page</b>	\$210	\$360	\$240	\$465
<b>1/6 page</b>	\$140	\$265	\$160	\$340
<b>2" directory ad</b>	\$40		\$40	
<b>Inside Cover</b>		\$1,360		\$1,425
<b>Back Cover</b>		\$1,450		\$1,520

All rates are net.

**DIGITAL ADVERTISING INFORMATION ON THE BACK SIDE.**



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## About digital advertising

The *Iowa Cattleman* digimag, the *PenCheck* and *Beyond the Bunk* e-newsletters as well as the Iowa Cattlemen's Association's website offer you a cost-effective way to reach more customers than ever before.

The *Iowa Cattleman digimag* is published 12 times a year in addition to our printed issues. You can find back issues on our website at [www.iacattlemen.org](http://www.iacattlemen.org).

**PenCheck** is a bi-weekly e-newsletter for members of the Iowa Cattlemen's Association.

**Beyond the Bunk** is a monthly e-newsletter for ICA members in the feedlot business.

We offer several options of ad sizes for each the digimag, e-newsletters and our website. It's easy to keep your name in front of customers each month for a minimal cost.

## Circulation

For current circulation numbers, please call the ICA office. These numbers are continually growing.

- Digimag: ~3,000 page views/month
- PenCheck: ~4,200 emails
- Beyond the Bunk: ~1,000 emails

## Deadlines

- Ad space reservation due by the first of the month prior to publication
- Artwork due by the 15th of the month prior to publication.

## Contact

Jackie Ditsworth, 515-296-2266, email [jackie@iabeef.org](mailto:jackie@iabeef.org).

## Digital Specs & Rates | 2016-17

### DIGIMAG ADVERTISING INFORMATION

Ad Size	Specs	Rate
Horizontal Margin Ad	728x90	\$100/mo.
Vertical Margin Ad	120x600	\$100/mo.
Wide Vertical Margin Ad	160x600	\$100/mo.

File formats supported for the *Iowa Cattleman* digimag are PNG, GIF, JPG or SWF animation. File sizes must be 40k or less. Color requirements are 256 colors or less and a resolution of 72 dpi. Ad position can be at the top or bottom of the page for horizontal margin ads or the right or left for vertical margin ads. Note margin ads only support one URL link.

### E-NEWSLETTER ADVERTISING INFORMATION

Ad Size	Specs	Rate
Full Banner	468x60	\$50/1,000 emails
Square	250x250	\$50/1,000 emails

File formats supported for *PenCheck* and/or *Beyond the Bunk* are PNG or JPG. File sizes must be 1 mb or less. Color requirement is RGB and a resolution of 72 ppi. Ad position can be placed mid-page or at the bottom. Note ads only support one URL link, link must be provided.

When placing an ad in *PenCheck*, you can choose to run in one or both emails per month. Must specify when placing ad.

### WEBSITE ADVERTISING INFORMATION

Size	Bi-weekly	Monthly	Bi-weekly	Monthly
Banner	\$125	\$200	\$175	\$250

This ad position appears only at the bottom of main pages on the Iowa Cattlemen's Association website at [www.iacattlemen.org](http://www.iacattlemen.org). Banner ads are 768x90 pixels. File formats supported are: PNG, GIF or JPG. File sizes must be 300k or less. Ads will rotate with a limited number of other advertisers. Multiple banners can be purchased to increase your exposure. For available packages or print + web discounts, call the ICA office. All rates are net.