

# CALIFORNIA CATTLEMAN MAGAZINE

The Official Monthly Publication of the California Cattlemen's Association

Established 1917 • Published by Cornerpost Publications

Sales Office: Matt Macfarlane, (530) 633-4184

## Advertising Rate Card No. 101 – Breeder Advertising Rates

Effective January 1, 2008 • All Rates Are Net

### GENERAL ADVERTISING RATES AND MECHANICAL REQUIREMENTS:

	TYPE OF MEMBERSHIP	
BLACK-AND-WHITE ADVERTISING:	CCA	NON-CCA*
<b>Full page</b> .....	\$675.....	\$775
7 3/8" wide x 10" tall image area		
8 1/4" x 10 3/4" tall trim size		
1/8" extra on all sides for full bleed		
<b>2/3 page</b> .....	\$610 .....	\$685
4 3/4" wide x 10" tall		
<b>1/2 page</b> .....	\$395.....	\$445
Horizontal Format: 7 1/2" wide x 4 3/4" tall		
Vertical Format: 4 3/4" wide x 7 1/2" tall		
<b>1/3 page</b> .....	\$285.....	\$320
Square Format: 4 3/4" wide x 4 3/4" tall		
Vertical Format: 2 3/8" wide x 10" tall		
<b>1/4 page</b> .....	\$220.....	\$250
3 5/8" wide x 4 3/4" tall		
<b>1/6 page</b> .....	\$180 .....	\$200
Horizontal Format: 4 3/4" wide x 2 3/8" tall		
Vertical Format: 2 3/8" wide x 4 3/4" tall		
<b>1 Column X 1-inch</b> .....	\$ 30.....	\$ 40
2 3/8" wide x 1" tall		
<b>1 Column X 2-Inches</b> .....	\$ 60.....	\$ 75
2 3/8" wide x 2" tall		

#### Buyers Guide Advertising: 1x2 Contract Ad

\$425 first 11 issues, \$375 for 11-issue renewal

*\*New Non-CCA member rates for 2008.  
CCA member rates remain the same as 2005.  
To join CCA, call (916) 444-0845.*

#### Contract Advertising: 6-issue contract – 5% discount

11-issue contract – 10% discount

**Inserts: Maximum Size: 8" x 10" Call for pricing.**

#### ADDITIONAL CHARGES FOR COLOR – SAME RATE APPLIES TO ALL ADVERTISERS:

4x6 or Smaller Inset Photos (1 to 4 in one ad) .....	Add \$15 each
4x6 or Smaller Inset Photos Needing Touchup or Cleanup .....	Add \$25 each
Inset Photos (5 Photos or more in one ad) .....	Add \$10 each
Full Bleed or Oversized Photos Larger than 5x7 .....	Add \$25 each
5x7 or Larger Photos Needing Touchup or Cleanup .....	Add \$25 each
Black-and-White Plus One Spot Color .....	Add \$150
Black-and-White plus Two Spot Colors .....	Add \$225
Four-Color Process.....	Add \$400
Resize Ad and Supply to Another Publication in more 48 hours.....	\$50 flat charge each
Resize Ad and Supply to Another Publication in less than 48 hours.....	\$100 flat charge each

ADVERTISING RATES AND SIZES