

Non-Member/Commercial Rates

**THE LOUISIANA CATTLEMAN**

The Official Publication of the Louisiana Cattlemen's Association  
EFFECTIVE 4-1-09



**Commercial Rates**  
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**AD SIZES and MECHANICAL SIZES:**

\*Page Size:  
8.5" x 11"

\*All dimensions  
are in inches

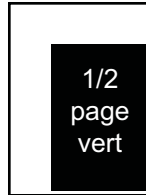
\*Dimensions are  
width x height



7.75" x 10.25"



5.083" x 10.25"



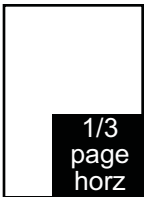
5.083" x 7.5"



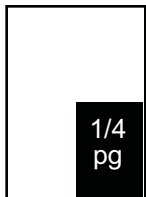
7.75" x 5"



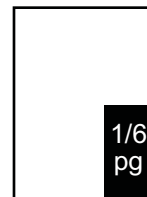
2.417" x 10.25"



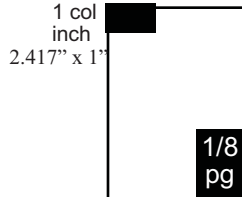
5.083" x 5"



3.75" x 5"



2.417" x 5"



2.417" x 3.75"

**PAGE SPECIFICATIONS:**

**Trim Sizes:**

- 8 1/2" x 11"
- saddle stitched
- Allow an additional 1/4" for bleeds

**Column Sizes:**

- Make-up based on three-column format:
- one column: 2.417" wide

**RATES: ADS**

AD SIZE	ONE TIME	ANNUAL CONTRACT
Full Page.....	\$570.00.....	\$510.00
2/3 Page.....	\$470.00.....	\$430.00
1/2 Page.....	\$325.00.....	\$270.00
1/3 Page.....	\$270.00.....	\$255.00
1/4 Page.....	\$215.00.....	\$200.00
1/6 Page.....	\$165.00.....	\$140.00
1/8 Page.....	\$125.00.....	\$105.00
1 column inch.....	\$35.00.....	\$30.00

**COVER PAGES:**

Inside Front Page.....	\$595.00.....	\$528.00
Outside Back.....	\$660.00.....	\$590.00
Inside Back.....	\$595.00.....	\$528.00

**COLORS:**

- ROP (Run Of the Press) color: per page per color.....\$175.00
- 4-color process (CMKY).....\$495.00
- Specific PMS (Pantone Matching System) colors.....on request

**THE LOUISIANA CATTLEMAN** is the official publication of the Louisiana Cattlemen's Association and is published monthly. It is distributed to and read by more than 5,500 cattlemen and agribusiness leaders throughout Louisiana and 42 additional states. It is printed on 70 lb. enamel paper by offset printing and all art is reproduced in 175-line screen. Advertising rates are based on camera ready material. Building a new ad may require additional charges.

**PRODUCTION INFORMATION:**

**PHOTOGRAPHS:**

- \***Minimum Size:** 3 1/2" x 4 3/4"
- \***Type:** Can be black and white or color prints
- \***Quality:** Photographs should have a high contrast (for both color and b/w) and be focused
- \***Returned Artwork:** All original artwork will be returned with the billing
- \***Not Accepted:** Slides, negatives, and artwork from tearsheets of any publication

**DIGITAL FILES:**

- \***Platform\*\*:** PC
- \***Applications\*\*:** Adobe PageMaker 7.01 or Adobe Photoshop 7.0
- \***Must Include:** all image files and fonts (True Type Fonts)

**Specification for Images:**

- \***Resolution:** minimum 300 dpi (including images sent via internet)
- \***Black and white line-art:** images should be in bitmap mode; resolution should be 1200 dpi, saved as a .tif file type
- \***Black and white art (has grayscale values):** images should be in grayscale mode; saved as a .tif file type (8 bits and binary)
- \***Color art:** Images should be CMKY mode; saved as a .tif file type (8 bits and binary)

\*\*There is no guarantee of the end-quality of Mac platform files or files that are in application programs not stated (changes cannot be made to these files).

**SENDING FILES VIA INTERNET:**

\***E-mail Address:** lcamag@labeef.org

\***Sending Files:**

- send file as a pdf or jpeg
- include all image files and fonts
- if file sizes are too large, compress file with WinZip'

**DEADLINES and POLICIES:**

**Closing Dates for Advertising and Editorial Copy:**

The 1st of the month preceding publication: e.g. Submit by January 1st for publication in the February issue.

**LATE PAYMENT CHARGES:**

1.5% Interest and service fee per month on all accounts 60 days past due.

4921 I-10 Frontage Road, Port Allen, LA 70767  
Phone: 225-343-3491 Fax 225-336-0002  
lcamag@labeef.org