



# Media Kit

Louisiana Cattlemen's Association | labeef.org | P.O. Box 4710 Lake Charles, LA 70606 | T: 225-428-7163 |

## RATES

### Magazine Rates

Inside Front Cover.....	\$900
Inside Back Cover.....	\$900
Back Cover.....	\$900
Full Page.....	\$700
Two-Third Page.....	\$490
Half Page.....	\$385
One-Third Page.....	\$280
One-Fourth.....	\$210

### Business Card Ads

Two-Inch....4-Months....	\$300
One-Inch....4-Months....	\$150

### Discounts

2-Issues.....	5% OFF
4-Issues.....	10%OFF
Member Discount..	10% OFF

### Digital Rates

Web Banner.....	\$200
Email Blast.....	\$200
Social Post.....	\$200

### Submit Files

Please submit print-ready files and preferred ad placement options to:  
**lcamag@labeef.org**

## SPECIFICATIONS

### Magazine Deadlines

- 1st Quarter - Dec. 1st
- 2nd Quarter - March 1st
- 3rd Quarter - June 1st
- 4th Quarter - Sept. 1st

### Ad Dimensions

<b>Inside/Outside Covers/Full Bleed.....</b>	8.75x11.25”
Live.....	7.5x10”
Two-ThirdPage.....	5.75x9.75”
HalfPage(H).....	7.5x5”
One-ThirdPage(Square)....	5x5”
One-ThirdPage(V)....	2.375x10”
One-FourthPage.....	5x4”
Two-Inch.....	2.5x1.25”
One-Inch.....	1.25x1.25”

### Magazine Specs

- Line Screen/Density:**  
150 line, 300% max density
- Page Format:**  
three columns per page
- Printing:**  
web offset
- Magazine Trim:**  
8.5x11”

### Digital Files

PDF is our preferred file format. If native files are supplied, only InDesign, Photoshop and Illustrator are acceptable. If supplying native files, please supply all links and fonts used in the document. If there are any problems, we will contact you and work to resolve them (with applicable charges). To minimize problems please read all guidelines carefully.

### Images & Text

**Color:** All images must be CMYK or Grayscale only (no RGB or spot colors). Convert all spot colors to CMYK.

**Resolution:** 300 dpi

**Image Manipulation:** All scaling, rotating or other image manipulation must be done prior to placement in the page layout program. Note: enlarging an image with a resolution of 300 dpi over 125% in the page layout file will lower the effective resolution to the point that image quality degradation may be noticeable when printed.

**Text Color:** Text containing thin lines, serifs or small lettering should be restricted to one color.

**Black Text & Logos:** Set to overprint so they do not knock out when printed over a background, which may result in poor quality. Large black design elements, such as bars or backgrounds, should be a rich black (50C/30M/30Y/100K).