



# Media Kit

Louisiana Cattlemen's Association | labeef.org | 4710 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....6-Months....\$360  
Two-Inch....12-Months....\$720  
One-Inch....12-Months....\$360  
One-Inch....6-Months....\$180

### Discounts

6-Months.....5% OFF  
12-Months.....10% OFF  
Membership.....10% OFF

### Digital Rates

Web Banner.....\$200  
Email Blast.....\$200  
Social Post.....\$250

### Submit Files

Please submit print-ready files and preferred ad placement options to:  
[lcamag@labeef.org](mailto:lcamag@labeef.org)

## SPECIFICATIONS

### Deadlines

**Ads are due by the first of the month prior to publication.** Example: Ads for June magazine are due May 1.

### Ad Dimensions

**Inside/Outside Covers/Full Bleed**.....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).

\*\*\*NO COLOR CHARGE ON ADVERTISEMENT\*\*\*