

Western Livestock Journal®

The Newspaper for Livestock People

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MAGAZINE ADVERTISING RATES (B&W)

NON-COMMISSIONABLE		full edition	regional edition
			CCI only
full page	(30")	\$1,200	\$975
3/4 page	(22-1/2")	900	800
2/3 page	(20")	800	660
Junior page	(15")	725	585
1/2 page	(15")	635	550
1/3 page	(10")	450	400
1/4 page	(7-1/2")	340	310
1/6 page	(5")	240	225
1/12 page	(2-1/2")	120	120

COLOR RATES: 1 Standard color \$200; Four color \$475.

Special Magazine Editions:

Commercial Cattle Issue Published in August

North American Bull Buyer's Guide Published in January

MAGAZINE SPECIFICATIONS printed web offset - 133 line screen

	inches	width	depth
page bleed size		8-7/8"	11-3/8"
page trim size		8-3/8"	10-7/8"
page image area			
(3 col. x 10")	30	7-5/16"	10"
3/4 page			
(3 col. x 7-1/2")	22-1/2	7-5/16"	7-1/2"
2/3 page			
(2 col. x 10")	20	4-13/16"	10"
(3 col. x 6-2/3")	20	7-5/16"	6-5/8"
Junior Page/1/2 page			
(2 col. x 7-1/2", jr. pg)	15	4-13/16"	7-1/2"
(3 col. x 5", 1/2 pg)	15	7-5/16"	5"
1/3 page			
(1 col. x 10")	10	2-5/16"	10"
(2 col. x 5")	10	4-13/16"	5"
1/4 page			
(1 col. x 7-1/2")	7-1/2	2-5/16"	7-1/2"
(1-1/2 col. x 5")	7-1/2	3-1/2"	5"
(2 col. x 3-3/4")	7-1/2	4-13/16"	3-3/4"
1/6 page			
(1 col. x 5")	5	2-5/16"	5"
(2 col. x 2-1/2")	5	4-13/16"	2-1/2"
1 column inch	1	2-5/16"	1"

ELECTRONIC FILE PREFERENCE

ACCEPTABLE Page Layout Programs:

InDesign CS3 or lower – PC & Mac – fonts and graphic link embedded or included.

Illustration Programs:

Adobe Illustrator CS3 or lower – PC & Mac – save as AI file.

ACCEPTABLE File Formats:

JPG or TIFF – PC & Mac – Use CMYK (78%K), gray-scale (87%K).

NO RGB. All photos should be scanned at 133 lpi / 300 dpi. Photos should be scanned for actual finished document size.

PDF – PC & Mac – We encourage the use of PDF files. The file needs to be created in the distiller function of Acrobat Distiller and **not** PDF maker in your print setup. Before sending PDF file, call us for exact specifications required. A step-by-step distiller settings guide can be faxed to you, providing a customized template for our printer's needs. This is very important to ensure a quality product.

No 4C black text

Fonts: We use Adobe Type Library fonts or Type1 fonts. Please note fonts not provided with files will be substituted with the nearest matching font. TrueType fonts are not recommended and may be substituted also. *Please be sure to include hard copy with document.*

Media: DVD, CD-Rom or ftp site.

UNACCEPTABLE Program Files:

Microsoft Publisher – Cannot open or convert files.

Adobe FrameMaker – Cannot open or convert files.

Microsoft Word and Excel – Cannot include word art or images, only able to use for text or tables.

Microsoft PowerPoint – Not a postscript program, uses RGB.

UNACCEPTABLE File Formats:

GIF – An internet only format, RGB and low resolution.

RGB – An internet color system only, computer monitors only.

WMF & BMP – Mostly RGB, low resolution not recommended.