



Western Livestock Journal®

The Newspaper for Livestock People

ADVERTISING RATE CARD

Rates Effective January 1, 2013 • Rate Card No. 27

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NEWSPAPER ADVERTISING RATES (B&W)

NON-COMMISSIONABLE		1 time	3 times	6 times	12 times	26 times	52 times
full page	(96")	\$2,280	\$2,165	\$2,050	\$1,940	\$1,710	\$1,600
3/4 page	(72")	1,750	1,665	1,575	1,490	1,310	1,225
2/3 page	(64")	1,590	1,510	1,435	1,355	1,195	1,110
1/2 page	(48")	1,275	1,210	1,150	1,080	955	890
jr. page	(40")	1,140	1,080	1,020	965	850	795
1/3 page	(32")	965	920	865	820	725	675
1/4 page	(24")	745	700	670	630	565	520
1/6 page	(16")	510	485	460	435	385	355
1/8 page	(12")	400	380	360	335	295	280
1/16 page	(6")	205	195	185	165	155	145
one column inch		\$35.00	Standard Color Rate: \$200.00		Four Color Rate: \$450.00		

page trim size	inches	width	depth		inches	width	depth
page image area		11-3/8"	16-3/4"				
		10-5/16"	15-3/4"				
3/4 page				1/4 page			
(5 col. x 14-7/16")	(72")	8 9/16"	14-7/16"	(2 col. x 12")	(24")	3-5/16"	12"
(6 col. x 12")	(72")	10-5/16"	12"	(3 col. x 8")	(24")	5-1/16"	8"
				(4 col. x 6")	(24")	6-13/16"	6"
				5 col. x 4-13/16")	(24")	8-9/16"	4-13/16"
				(6 col. x 4")	(24")	10-5/16"	4"
2/3 page				1/6 page			
(4 col. x 15-3/4")	(64")	6-13/16"	15-3/4"	(2 col. x 8")	(16")	3-5/16"	8"
(5 col. x 12-13/16")	(64")	8-9/16"	12-13/16"	(3 col. x 5-1/3")	(16")	5-1/16"	5-5/16"
				(4 col. x 4")	(16")	6-13/16"	4"
1/2 page				1/8 page			
(3 col. x 15-3/4")	(48")	5-1/16"	15-3/4"	(2 col. x 6")	(12")	3-5/16"	6"
(4 col. x 12")	(48")	6-13/16"	12"	(3 col. x 4")	(12")	5-1/16"	4"
(5 col. x 9-9/16")	(48")	8-9/16"	9-9/16"	(4 col. x 3")	(12")	6-13/16"	3"
(6 col. x 8")	(48")	10-5/16"	8"	(6 col. x 2")	(12")	10-5/16"	2"
jr. page				1/16 page			
(3 col. x 13-1/3")	(40")	5-1/16"	13-5/16"	(1 col. x 6")	(6")	1-9/16"	6"
(4 col. x 10")	(40")	6-13/16"	10"	(2 col. x 3")	(6")	3-5/16"	3"
(5 col. x 8")	(40")	8-9/16"	8"	(3 col. x 2")	(6")	5-1/16"	2"
(6 col. x 6-2/3")	(40")	10-5/16"	6-2/3"				
1/3 page				one column inch		1-9/16"	
(2 col. x 15-3/4")	(32")	3-5/16"	15-3/4"				
(3 col. x 10-2/3")	(32")	5-1/16"	10-5/8"				
(4 col. x 8")	(32")	6-13/16"	8"				
(6 col. x 5-1/3")	(32")	10-5/16"	6-5/16"				

ELECTRONIC FILE PREFERENCE

Deadlines: (weekly) Ads and ad copy must be received in our office by 4:30 p.m. Tuesday of the week preceding date of issue the next Monday. Copy and separations for 4-color ads (except for those camera-ready) must be received by 4:30 p.m. Monday of the week preceding date of issue. Publication of advertising cannot be guaranteed for ads ordered but copy not received by deadline.

Not cancelable after Tuesday, 4:30 p.m.

Inserts available at competitive prices. Call for quotes.

Extra charges: Photos (black & white, and 4 color half-tones) and 4-color separations ad builds. Past due accounts will have 1-1/2% per month added.

Acceptable Page Layout Programs: InDesign CS5.5 or lower—PC & Mac—fonts and graphic links embedded or included.

Illustration Programs: Adobe Illustrator CS5.5 or lower—PC & Mac—save as AI file.

Acceptable File Formats: JPG or TIFF—PC & Mac—use CMYK (78%K), grayscale (87%K). No RGB. All photos should be scanned at 133 lpi/300 dpi. Photos should be scanned for actual finished document size.

PDF—Mac & PC. 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 specific 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 4-color black text.**

Fonts: We use Adobe Type Library fonts or Type 1 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.*

Please, no files from Microsoft Publisher, Word, Excel or PowerPoint and Adobe FrameMaker. No GIFs, RGB, WMF & BMP files.