

# Cattle Business in Mississippi Magazine Rates

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*The Cattle Business In Mississippi magazine is the official publication of the Mississippi Cattlemen's Association and is published ten times a year combining June/July and November/December*

<b>Size:</b>	<b><u>Black &amp; White</u></b>	<b><u>1 Color</u></b>	<b><u>2 Color</u></b>	<b><u>Full Color</u></b>
<b>Full Page</b>	\$605	\$695	\$785	\$1005
<b>2/3 Page</b>	\$470	\$560	\$740	\$870
<b>1/2 Page</b>	\$365	\$455	\$545	\$765
<b>1/3 Page</b>	\$255	\$345	\$435	\$655
<b>1/4 Page</b>	\$185	\$275	\$365	\$585
<b>3 Inch</b>	\$82.50	\$82.50	\$82.50	\$82.50
<b>1 Inch</b>	\$25	\$25	\$25	\$25

## Measurements

Full page (Bleed)	8.375" X 10.875"
Full page	7.5" X 9.75"
2/3 page	5" X 10"
1/2 page horizontal	7.5" X 4.75"
1/2 page vertical	5" X 7.5"
1/3 page horizontal	7.5" X 3.25"
1/3 page vertical	5" X 5"
1/4 page horizontal	5" X 3.75"
1/4 page vertical	3.5" X 4.75"
Breeder ad	2 5/16" X 3"
Column inch	2 5/16"

## Constant Contact

### Monday Memo:

1 ad for 1 week	\$25
1 ad for 4 weeks	\$100

### Email Blast:

1 email with ad and your message	\$75
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## Discounts

MCA Member	10%
Run in 5 issues	10%

## Preferred Materials

Macintosh platform preferred. Electronic files on disk or sent via e-mail must include native QuarkXPress, Adobe Illustrator or Adobe Photoshop files; pdf, eps or tiff file. Images should be at east 300 dpi

## Ad Design

We will glad to assist you in developing an ad to complement your business. Feel free to contact the managing editor for assistance. Dif-ficult ads requiring substantial extra production work, such as preparation of artwork, logo design or special typesetting will be charged an additional 10% above the black and white rate.

## Closing Date

Closing date for material and copy is due by the 10<sup>th</sup> of the month preceding publication. (i.e., if you are wanting to publish in our February issue, you must submit in January.)

## Payment

Invoices are prepared following the publication of the magazine. Payment is due within 30 days from the date of the invoice. Cattle Business reserves the right to hold an advertiser severally liable for such monies as are due.

## Copy Regulations

Publisher reserves exclusive right to accept or reject advertising material submitted for publication. Advertisers and advertising agencies assume liability for all content (including text, illustrations, etc.) of advertisements printed, and also assume responsibility for any claims arising against the publisher.