

GULF COAST

Cattleman

Voice of the Southern Livestock Industry

NATIONAL RATE CARD - EFFECTIVE MARCH 2021 ISSUE

Commissions:

Regular agency commission of 15% allowed on commercial rates to recognized agencies, provided that ad materials are prepared to publication's specifications.

National Advertising Rates:

B/W

1 Page	\$ 1,650
2/3 Page	1,125
1/2 Page (2 column island)	880
1/2 Page (3 column)	850
1/3 Page	570
1/4 Page	445
1 Inch	59

Back Cover Rate: \$3,000 (price includes 4/color charges)

SPECIAL POSITION - Specified position in magazine, when position is available, carries a **10% premium over regular ad rates.**

Color Rates: (prices are in addition to B&W space rate)

1 extra color	\$250 (standard red, yellow, blue or green)
PMS color	\$500
Four color	\$700

Metallic and other special colors: Call for quote.

MECHANICAL SPECIFICATIONS:

Trim size: 8 1/2" x 10 7/8" • Live area: 7 1/4" x 9 7/8"

Ad Sizes:	Width	Height
Full Page	8 1/2"	10 7/8"
Full Page with Bleed	8 3/4"	11 1/8"
2/3 Page	4 3/4"	9 7/8"
1/2 Page Horizontal	7 1/4"	5"
1/2 Page Island	4 3/4"	7 1/2"
1/3 Page Horizontal	4 3/4"	5"
1/3 Page Vertical	2 1/4"	9 7/8"
1/4 Page	4 3/4"	3 3/4"
1 Inch	2 1/4"	1"

Preferred file format is digital. We accept composite CMYK hi-resolution (300 dpi) PDF, JPEG, EPS or TIFF.

We also accept native Mac-based InDesign and Photoshop files.

ADDITIONAL SERVICES:

- **Corrections** - Copy changes and other corrections made after ad deadline will be made only if time permits and are subject to extra charges.

DEADLINES:

Advertising space must be reserved by the 5th of the month preceding publication (example, February 5 for March issue). All ad materials must be received by the 10th of the month preceding publication.

COPY AND CONTRACT REGULATIONS:

Advertisers and advertising agencies assume liability for all content of advertisements printed, and also assume responsibility for any claims arising from any such advertisements made against the publisher. The publisher reserves the right to reject any advertising which he feels is unsuitable for publication.

SUBMIT AD MATERIALS TO:

Gulf Coast Cattleman
11201 Morning Court, San Antonio, TX 78213
Phone: 210/344-8300 • Fax: 210/344-4258

Digital Advertisement Files:

graphics@gulfcoastcattleman.com

Space Reservations:

sales@gulfcoastcattleman.com

FTP Transfer: Advertising materials exceeding 20 megabytes may be uploaded to Dropbox. Please contact us for access information.