

GULF COAST

Cattleman

Voice of the Southern Livestock Industry

Gulf Coast Cattleman magazine has covered the beef cattle industry in the coastal states since 1935. Primarily distributed in Texas, Louisiana, Mississippi, Alabama, Georgia and Florida. Gulf Coast Cattleman offers news and management-related articles to both commercial and purebred cattle raisers. Articles center on feeding, animal health, breeding and marketing of beef cattle. Gulf Coast Cattleman is an effective medium for advertising purebred cattle, livestock equipment, feed and seed products, animal health supplies and other livestock-related services.

LIVESTOCK ADVERTISING RATE CARD #25

Effective January 2023

Advertising Rates:	B/W	4/Color
1 Page	\$ 1,050	\$1,475
2/3 Page	730	1,155
1/2 Page (2 column island)	570	995
1/2 Page (3 column)	555	980
1/3 Page	380	805
1/4 Page	295	720
1 Inch	40	---

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	\$190 (standard red, yellow, blue or green)
PMS color	\$325
4/color	\$425

Metallic and other special colors: Call for quote.

RATEHOLDER DISCOUNTS: 20% discount given to all rateholders paid for one year in advance.

Example: 2 inch ad - \$80 x 12 months = \$960; less 20% discount (-\$192.00); final cost - \$768.00

Rateholder ads also qualify for a 5% discount on other advertising.

VOLUME DISCOUNTS:

Advertisers qualify for a 5% discount on all advertising over \$3,000 in a calendar year.

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:

- **Production:** Ads processed for output to other publications - \$25
- **Digital Scans:** B/W - \$10; 4/color - \$25
- **Corrections** - Copy changes and other corrections made after ad deadline will be made only if time permits and are subject to extra charges.
- **Photography** - Photos taken by staff members are billed according to time and travel requirements.

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.