

RATE CARD 2023

Cattle Feeders

RESOURCE GUIDE



★ ADVERTISING CONTRACT ★

_____, hereinafter called Advertiser, contracts with Texas Cattle Feeders Association, hereinafter called the Publisher, for the 2023 *Cattle Feeders Resource Guide* in accordance with the rates listed below.

Please check appropriate size and color choice:

4 - COLOR:

| | |
|------------------------------|---------|
| _____ 2-Page Spread..... | \$3,010 |
| _____ One Page..... | \$1,830 |
| _____ 1/2 Page*..... | \$1,400 |
| _____ 1/3 Page Vertical..... | \$1,335 |
| _____ 1/4 Page*..... | \$1,175 |

BLACK AND WHITE:

| | |
|------------------------------|---------|
| _____ One Page..... | \$1,180 |
| _____ 1/2 Page*..... | \$750 |
| _____ 1/3 Page Vertical..... | \$685 |
| _____ 1/4 Page*..... | \$525 |

**May be grouped in sections*

Ads of 1/2 page must be horizontal. Ad sizes other than horizontal will not be accepted. Publisher has Right of Placement (ROP).

Please check one of the following:

- Camera-ready advertising copy will be delivered to Publisher on or before **December 15, 2022**
- Repeat last year's ad **WITH CHANGES.**
- Repeat last year's ad **NO CHANGES.**

Advertiser agrees to pay all amounts—including charges for space and, when requested by the advertiser, charges for the production of ads by the Publisher or its agent—within 30 days of receiving the invoice, at the office of the Publisher in Amarillo, Potter County, Texas. This contract is subject to space availability. TCFA reserves the right to deny advertising at its sole discretion. Ad discounts are contingent on payment within 60 days of invoice date. Advertiser will be invoiced by Publisher following distribution of publication.

Date _____ Signature of Advertiser Representative _____

DISPLAY AD DETAILS

Finished trim size: 8 5/8" x 10 7/8"

2-Page Spread: 15 7/8" x 10" live area
17" x 11 1/8" bleed area

Full Page Ad: 7 1/4" x 9 7/8" live area
8 5/8" x 11 1/8" bleed area

Half Page Horizontal Ad: 7 1/4" x 4 7/8" live area, no bleed

Fourth Page Vertical Ad: 3 1/2" x 4 7/8" live area, no bleed

Third Page Vertical Ad: 2" x 9 7/8" live area, no bleed
(Available with Full Page Ad or as a Single Page Ad)

Send advertising contracts and artwork to:

Madeleine Bezner
Texas Cattle Feeders Association
5501 I-40 W
Amarillo, TX 79106-4617
Phone: (806) 358-3681
Email: advertising@tcfa.org

Artwork:

All new ads must be submitted digitally in the following formats: Adobe InDesign, Adobe Illustrator and/or Adobe Photoshop or as a PDF file. All supporting files including graphics and fonts should be included.

Art Fees:

All new ads must be submitted digitally. All other production charges—ad creation, type changes, etc.—will be billed at prevailing rates with a \$25 minimum charge. \$50 ad creation fee for new ad builds.

Issuance and Closing Dates:

Published annually in the Spring. Forms close **Dec. 15, 2022**. Digital artwork or ad changes are due **Dec. 15, 2022**. Once the publication is printed, advertisers will be billed in May 2023 unless other arrangements are made. See other side.

★ ADVERTISING SIZES ★

FULL PAGE
7 1/4" x 9 7/8" Live Area
8 5/8" x 11 1/8" Bleed Area
\$1,180 - Black and White
\$1,830 - Four-Color Process
\$1,495 - Two-Color (B&W + 1 Color)

Live Area

8 5/8" x 11 1/8" Bleed Area

Live Area

HALF-PAGE HORIZ.
7 1/4" x 4 7/8" Live Area
\$750 - Black and White
\$1,400 - Four-Color Process
\$1,065 - Two-Color (B&W + 1 Color)

No Bleed Required

Live Area

No Bleed Required

1/3-PAGE VERT. SINGLE

2" x 9 7/8" Live Area
\$685 - Black and White
\$1,335 - Four-Color Process
\$1,000 - Two-Color (B&W + 1 Color)

2-PAGE SPREAD
15 7/8" x 10" Live Area
17" x 11 1/8" Bleed Area
\$2,360 - Black and White
\$3,010 - Four-Color Process
\$2,675 - Two-Color (B&W + 1 Color)

Live Area

17" X 11 1/8" Bleed Area

Live Area

1/4-PAGE VERT.
3 1/2" x 4 7/8" Live Area
\$525 - Black and White
\$1,175 - Four-Color Process
\$840 - Two-Color (B&W + 1 Color)

No Bleed Required

PRINT MECHANICS

Trim Size:
8.5 x 11

Bleed Size:
8.75 x 11.25

Margin:
Top: 0.5
Bottom: 0.75
Gutter/Outside: 0.5

Live Area:
All content should be 0.25 from the edge