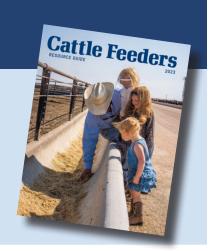
RATE CARD 2024

Cattle Feeders

RESOURCE GUIDE



ADVERTISING CONTRACT

ADVL	KIISING CON	
Association, hereinafter called the Published below.		ertiser, contracts with Texas Cattle Feeders Resource Guide in accordance with the rates
Please check appropriate size and color of	choice:	
4 - COLOR:2-Page Spread	\$1,8301/2 \$1,4001/3 \$1,3351/4	D WHITE: 2 Page\$1,180 Page*\$750 Page Vertical\$685 Page*\$525
Placement (ROP). We are offering a \$250 one-time digit	al advertising placement in the T	I not be accepted. Publisher has Right of CFA Newsletter to <i>Resource Guide</i> advertisers are check the box below to add it to your rate.
☐ Add a one-time \$250 TCFA l		,
Please check one of the following: ☐ Camera-ready advertising co ☐ Repeat last year's ad WITH (☐ Repeat last year's ad NO CH	CHANGES.	on or before December 15, 2023
production of ads by the Publisher or	its agent—within 30 days of reco contract is subject to space availa	l, when requested by the advertiser, charges for the eiving the invoice, at the office of the Publisher in bility. TCFA reserves the right to deny advertising g distribution of publication.
Name (printed)	Signature	Date
Address		
		per

DISPLAY AD DETAILS

Send advertising contracts and artwork to:

Lindsey Sawin
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:

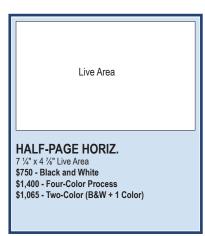
All new ads must be submitted digitally. All other production charges—ad creation, type changes, etc.—will be billed at prevailing rates with a \$25 minimum charge. \$50 ad creation fee for new ad builds.

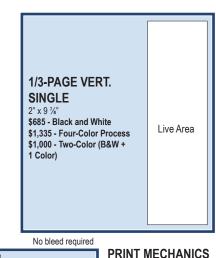
Issuance and Closing Dates:

Published annually in the Spring. Forms close Dec. 15, 2023. Digital artwork or ad changes are due Dec. 15, 2023. Once the publication is printed, advertisers will be billed in May 2024 unless other arrangements are made. See other side.

ADVERTISING SIZES

FULL PAGE 7 1/4" x 9 1/4" Live Area 8 1/4" x 11 1/4" 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

No bleed required

2-PAGE SPREAD

17" x 11 1/4" Bleed Area \$2,360 - Black and White \$3,010 - Four-Color Process \$2,675 - Two-Color (B&W + 1 Color)

Live Area

Live Area

1/4-PAGE VERT.

3 ½" x 4 ½" Live Area \$525 - Black and White \$1,175 - Four-Color Process \$840 - Two-Color (B&W + 1 Color)

Live Area: All conten

All content should be 0.25 from the edge

Gutter/Outside: 0.5

Trim Size: 8.5 x 11

Margin:

Top: 0.5 Bottom: 0.75

Bleed Size: 8.75 x 11.25

17" X 11 1/8" Bleed Area Bleed Area

No bleed required