

# RATE CARD 2024

## Cattle Feeders RESOURCE GUIDE



### ADVERTISING CONTRACT

\_\_\_\_\_, hereinafter called Advertiser, contracts with Texas Cattle Feeders Association, hereinafter called the Publisher, for the 2024 *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).

We are offering a \$250 one-time digital advertising placement in the TCFA Newsletter to *Resource Guide* advertisers who reserve a half-page color, full-page color or two-page spread. *Please check the box below to add it to your rate.*

☐ Add a one-time \$250 TCFA Newsletter Advertisement

*Please check one of the following:*

- ☐ Camera-ready advertising copy will be delivered to Publisher on or before **December 15, 2023**
- ☐ 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. Advertiser will be invoiced by Publisher following distribution of publication.

Name (printed) \_\_\_\_\_ Signature \_\_\_\_\_ Date \_\_\_\_\_

Address \_\_\_\_\_

Email Address \_\_\_\_\_ Phone Number \_\_\_\_\_

## 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:

**Lindsey Sawin**  
**Texas Cattle Feeders Association**  
**5501 I-40 W**  
**Amarillo, TX 79106-4617**  
**Phone: (806) 358-3681**  
**Email: [advertising@tcfa.org](mailto: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 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

**1/3-PAGE VERT. SINGLE**  
 2" x 9 7/8"  
**\$685 - Black and White**  
**\$1,335 - Four-Color Process**  
**\$1,000 - Two-Color (B&W + 1 Color)**

Live Area

No bleed required

**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 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