

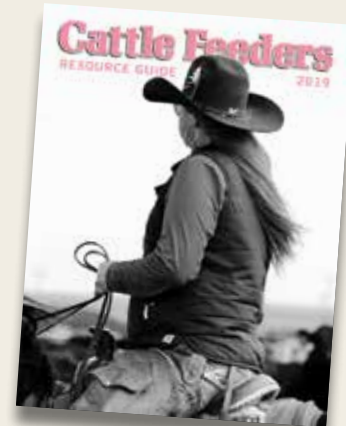
Cattle Feeders

RESOURCE GUIDE

SAVE 10% ON YOUR 2020 ADVERTISEMENT

Support the cattle feeding industry and become a TCFA Industry Associate member for \$125.

Yes, I want to save 10% on my ad by joining TCFA as an Industry Associate member. I will be billed \$125 on an annual basis.



As a TCFA Industry Associate member, you receive access to premium TCFA content, including:

- The weekly TCFA *Newsletter* which includes the TCFA Market Summary.
- Subscription to the *Cattle Feeders Resource Guide*.
- Listed in the print and web versions of TCFA's Industry Associate and Products & Services Directories, two highly sought-after lists.
- Access to TCFA educational seminars and trainings.
- Discounted registration at TCFA convention.

★ ADVERTISING CONTRACT ★

_____, hereinafter called Advertiser, contracts with Texas Cattle Feeders Association, hereinafter called the Publisher, for the 2020 *Cattle Feeders Resource Guide* in accordance with the rates listed below.

Please check appropriate size and color choice:

BLACK AND WHITE:

2-Page Spread.....	\$2,360
One Page + 1/3 Vertical.....	\$1,705
One Page.....	\$1,180
1/2 Page*.....	\$685
1/3 Page*.....	\$525

**May be grouped in sections*

Ads of 1/2 and 1/3 page must be horizontal. Ad sizes other than horizontal won't be accepted. Publisher has Right of Placement (ROP).

ADDITIONAL COLOR:

All ads with 2 or more colors plus black \$650

One PMS color plus Black \$315

- PMS - 167 Brown
- PMS - 185 Red
- PMS - 280 Blue
- PMS - 354 Green

Please check one of the following:

- Yes, I'd like to become a TCFA member and save %10 on my ad.
- I'm already a TCFA member. Please apply the 10% discount to my ad.

Please check one of the following:

- Camera-ready advertising copy will be delivered to Publisher on or before **Dec. 16, 2019**.
- 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 3/8" 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

Third Page Horizontal Ad: 7 1/4" X 3 1/4" live area, no bleed

Third Page Vertical Ad: 2" X 9 7/8" live area, no bleed
 (Available with Full Page Ad Only)

The *Cattle Feeders Resource Guide* is printed offset using 150-line screens. It is perfect bound and side stitched.

Preferred Placement:

All advertising is ROP unless otherwise agreed. Preferred placement is available at a 25% premium above published rates. ***Half and third-page ads:** Publisher reserves the right to group half and third-page ads into specific sections of the *Resource Guide*.

Discounts:

A 10% discount on the actual ad rate is available to TCFA members, or a 15% discount is allowed to advertising agencies if paid within 60 days of the invoice date. All advertisers in the *Cattle Feeders Resource Guide* are liable for the costs of their ads. Any agency placing advertising for an advertiser is considered a legal agent of the advertiser.

Artwork:

All new ads must be submitted digitally in the following formats: Quark Express, Adobe InDesign, Adobe Illustrator and/or Adobe Photoshop or as a PDF file. All supporting files including graphics and fonts should be included. *****Ads less than 300 resolution are not acceptable, please do not send files in Microsoft Word or Publisher. Ads submitted in these formats will be charged a 10% conversion fee.**

Art Fees:

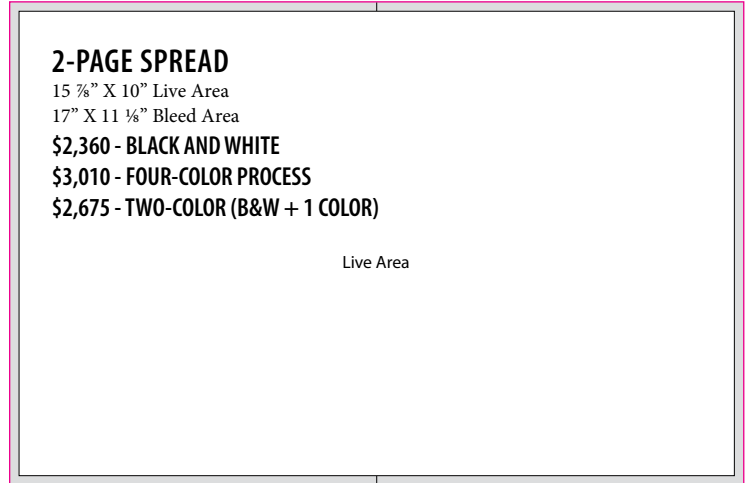
All new ads must be submitted digitally. Ads submitted as film or negatives will be charged \$100 extra and the publisher will not be responsible for quality of printed ad. All other production charges—ad creation, type changes, etc.—will be billed at prevailing rates with a \$25 minimum charge.

Issuance and Closing Dates:

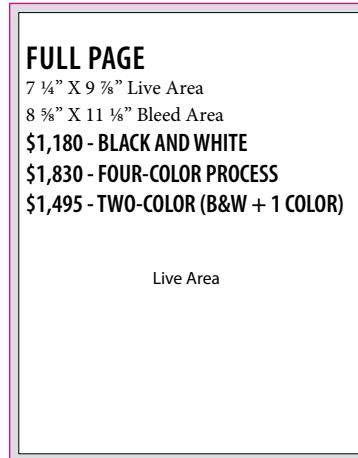
Published annually in the Spring. Forms close **Dec. 16, 2019**. Digital artwork or ad changes are due **Dec. 16, 2019**. Once the publication is printed, advertisers will be billed in May 2020 unless other arrangements are made. See other side.

Send advertising contracts and artwork to:

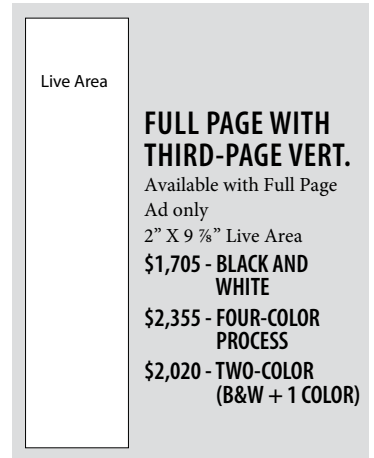
Carmen Fenton
 Texas Cattle Feeders Association
 5501 I-40 W
 Amarillo, TX 79106-4617
 Phone: (806) 358-3681
 Email: advertising@tcfa.org



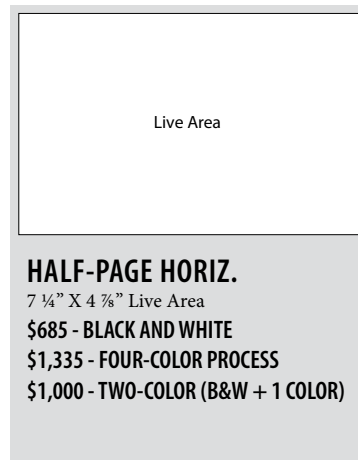
17" X 11 1/8" Bleed Area



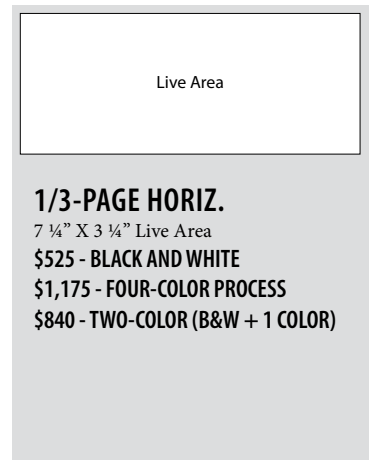
8 5/8" x 11 1/8" Bleed Area



No Bleed Required



No Bleed Required



No Bleed Required