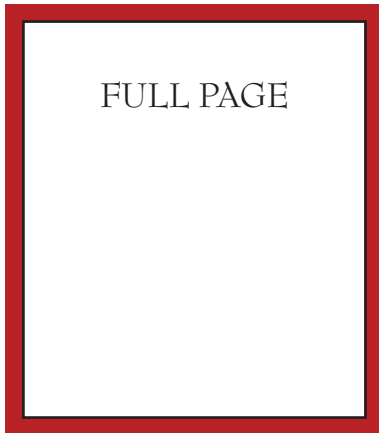


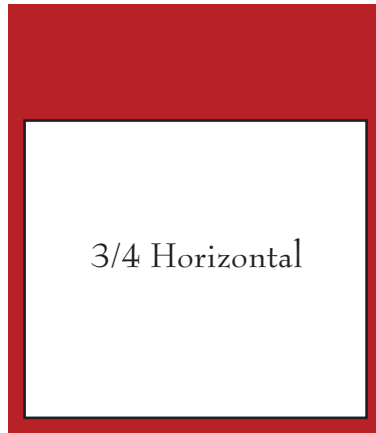
Kentucky Cattlemen's Association Cow Country News

The Official Publication of the Kentucky Cattlemen's Association read by 9,000 cattle producers, breeders, livestock handlers, marketers and agri-business decision makers every month.



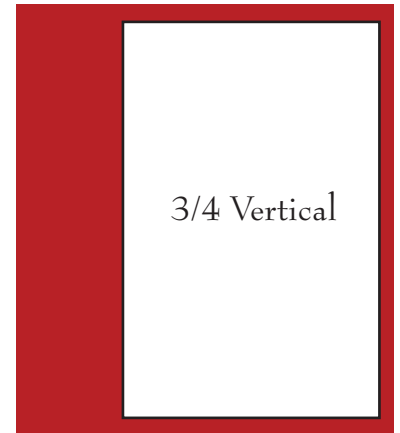
FULL PAGE

FULL PAGE - 9.5"w x 9.5"h
2 Page Spread - 20"w x 9.5"h



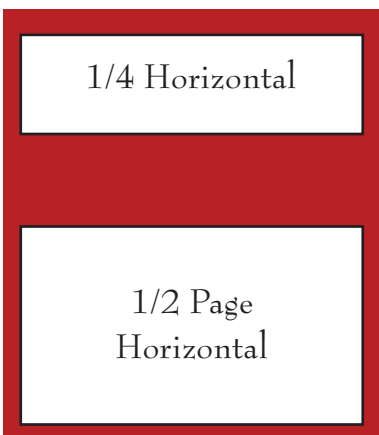
3/4 Horizontal

3/4 Page Horizontal
9.5"w x 6.875"h



3/4 Vertical

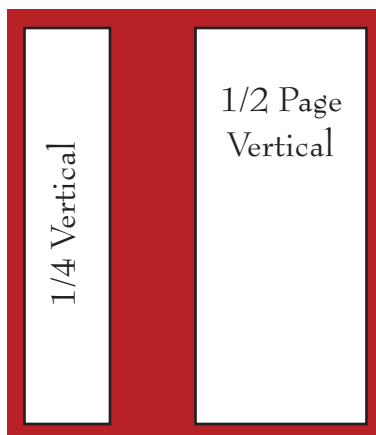
3/4 Page Vertical
6.875"w x 9.5"h



1/4 Horizontal

1/2 Page
Horizontal

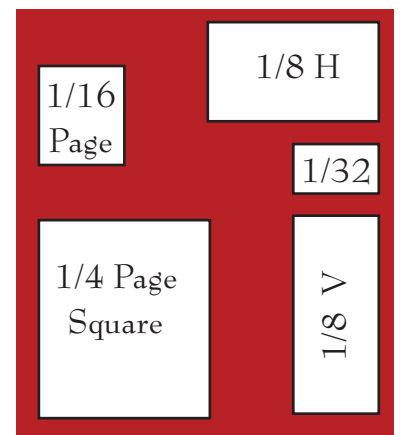
1/4 Page H - 9.5"w x 2.25"h
1/2 Page H - 9.5"w x 4.625"h



1/4 Vertical

1/2 Page
Vertical

1/4 Page V - 2.25"w x 9.5"h
1/2 Page V - 4.625"w x 9.5"h



1/16
Page

1/8 H

1/32

1/4 Page
Square

1/8 V

1/4 Square - 4.625"w x 4.625"h
1/8 Page H - 4.625"w x 2.25"h
1/8 Page V - 2.25"w x 4.625"h
1/16 Page - 2.25"w x 2.25"h
1/32 Page - 2.25"w x 1"h
(1/32 ads placed on classified page only)

For More Advertising Information Contact:

Carey Brown

Publications Coordinator

Kentucky Cattlemen's Association

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cbrown@kycattle.org

Cow Country News is printed by the Kentucky Cattlemen's Association



Ad Size Specifications

Full Page	9.5"w x 9.5"h
2 Page Spread	20"w x 9.5"h
3/4 Page Vertical	6.875"w x 9.5"h
3/4 Page Horizontal	9.5"w x 6.875"h
1/2 Page Vertical	4.625"w x 9.5"h
1/2 Page Horizontal	9.5"w x 4.625"h
1/4 Page Square	4.625"w x 4.625"h
1/4 Page Vertical	2.25"w x 9.5"h
1/4 Page Horizontal	9.5"w x 2.25"h
1/8 Page Horizontal	4.625"w x 2.25"h
1/8 Page Vertical	2.25"w x 4.625"h
1/16 Page	2.25"w x 2.25"h
1/32 Page	2.25"w x 1"h

Advertising Rates

	<u>Commercial</u>	<u>Member</u>	<u>6XC/M</u>	<u>12XC/M</u>
Full Page	\$604	\$509	\$544/458	\$512/433
3/4 Page	\$483	\$410	\$434/369	\$411/349
1/2 Page	\$420	\$357	\$378/321	\$357/303
1/4 Page	\$242	\$205	\$218/186	\$206/174
1/8 Page	\$152	\$126	\$137/113	\$129/107
1/16 Page	\$105	\$95	\$94/85	\$89/81
1/32 Page	\$79	\$68	\$71/61	\$67/58

Classified ads are charged by the line. \$15 for 4 lines and \$5 for each additional line. 1/32 page ads are placed on the Classified page only or by CCN discretion.

Ad creation charge of \$25/hr for non-camera ready ads will be assessed on all material. Minimum charge of \$25.

Accounts are due and payable by the 10th day of the month. A 1.5% service fee will be added monthly to past due accounts.

Preferred Positions & Color

Back Page - Available at 15% additional charge.

Inside Cover/Center Fold - 10% additional.

Consecutive Pages or Requested Right - 10% additional.

Four Color - Four color process advertising is available at a cost of \$450 in addition to the cost of advertising space.

Advertiser must provide camera-ready separations.

Spot Color - Spot color is available in any advertisement for a flat fee of \$125 per advertisement, in addition to the cost of advertising space.

Ad layout material can be submitted on CD-Rom or by e-mail. The preferred format is Adobe PDF. Please ensure that the file is high resolution (200 dpi min.) and has all fonts embedded in the PDF. Mac QuarkExpress files are acceptable with all accompanying fonts and special art included. CCN reserves the right to substitute fonts when accompanying fonts do not work.

Late are must be run as is or client is responsible for replacement costs or Express shipment of corrections. Kill fees are assessed on cancellations made within five days of press date.

Closing Dates

Ads which must be created by **Cow Country News** must be submitted no later than the tenth of the month preceding the publication, i.e. January 10 for February publication. (A fax proof can be provided to the advertiser upon request only if the ad is received by the above-mentioned date.)

Camera-ready advertisements must be submitted to **Cow Country News** no later than the 15th of the month preceding the publication.

Mechanical Specifications

Photographs and screens appearing in any advertisement are screened at 100. The preferable resolution for images is 1.5 - 2 times this line screen or (200 dpi). If photographs and screens are provided for reproduction at less than 100 line screen or 200 dpi, **Cow Country News** can not guarantee quality. Submitted photos should be .tiff files.

Advertising Discounts

A 15% discount is allowed to bonifide advertising agencies and to members of the Kentucky Cattlemen's Association whose dues are paid and current.

Surcharges for special positions, four-color process and spot color are not commissionable.

A multiple time insertion contract is available to advertisers. Ads which run consecutively automatically entitle the advertiser to a discount of 10% of 6X ads and 15% on 12X.

A prepayment option is offered on contracts of 6 months or longer. An additional 5% discount will be given if full payment is received with the insertion.

Inserts

Price of inserts vary depending on issue weight, number of individuals it is mailed to, insert size and weight as well as how many other inserts there are in an issue. Please call the office at least 6 weeks in advance for a quote. Advertisers must provide their own preprints. Size may not exceed the overall size of the standard format of **Cow Country News**.

Legal Notices

Legal notices may be ordered by mail or in person. Notices cannot be received by phone. Deadline for receiving copy is the first Friday of the month preceding publication.

**Cow Country News is published monthly
and circulated to cattle producers all over
the State of Kentucky.**