

GEORGIA CATTLEMAN

OFFICIAL MAGAZINE OF THE GEORGIA CATTLEMEN'S ASSOCIATION

2015 Media Kit



GEORGIA CATTLEMAN



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Rates

	Advertising Base Cost			Member Discounted Price	
	<i>Black & White</i>	<i>Color</i>		<i>Black & White</i>	<i>Color</i>
1 page	\$550	\$825	1 page	\$500	\$750
2/3 page	\$495	\$770	2/3 page	\$450	\$700
1/2 page - vertical	\$440	\$715	1/2 page - vertical	\$400	\$650
1/2 page - horizontal	\$330	\$605	1/2 page - horizontal	\$300	\$550
1/3 page	\$275	\$550	1/3 page	\$250	\$500
1/4 page	\$220	\$495	1/4 page	\$200	\$450
1/6 page	\$168	\$440	1/6 page	\$150	\$400
1 inch (Business Card)	\$30	N/A	1 inch (Business Card)	\$25 or \$20**	N/A

** \$20/month if pre-paid with a credit card

Discounts

10 percent discount off base price for GCA members
5 percent discount for six times advertising (may require contract)
10 percent discount for 12 times advertising (may require contract)
Member and multi-time discounts can be stacked

Additional Opportunities

Inside cover pages \$850
Back cover is auctioned every April
Online banner ads \$60/month
Email blasts \$150/occurrence
Facebook post \$175/ occurrence with a \$25 boost.

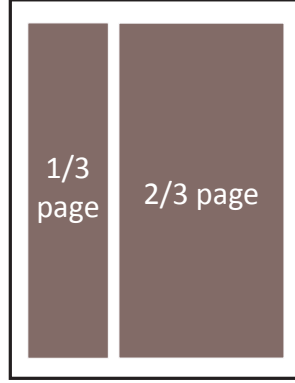
All advertising accounts are due and payable as invoiced. Invoices will be sent after each issue is published. Interest will be charged at a rate of 1.5 percent per month (18 percent per annum) on accounts over 30 days past due. Any advertiser with an account delinquent over 90 days will have their right to advertise suspended until the account is paid in full. A 10 percent late fee may be charged if the ad materials are received after the 5th of the month. Advertisers requesting to send direct mailings are required to have a current six to 12 month contract in place. Ads removed or changed in color and/or size are subject to a minimum \$35 redesign fee. NOTE: Prices, terms and conditions are subject to change.

Specs

(width x height)



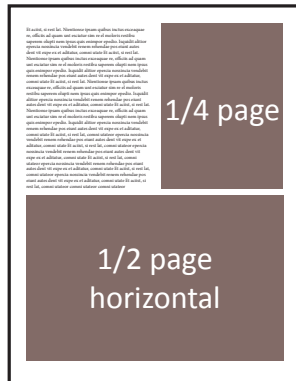
Full Page
Live Area | 7.25" x 9.625"
Trim Size | 8.375" x 10.875"
Bleed | .125" all edges



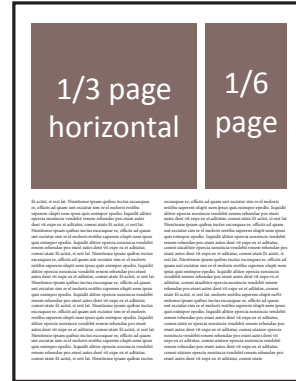
2/3 Page | 4.75" x 9.625"
1/3 Page Vertical | 2.3125" x 9.625"



1/2 Page Vertical | 4.75" x 7.125"



1/2 Page Horizontal | 7.375" x 4.75"
1/4 Page | 3.5" x 4.75"



1/6 Page | 2.33" x 4.75"
1/3 Page Horizontal | 4.75" x 4.75"

Full Page Live Area	7.25" x 9.625"
2/3 Page	4.75" x 9.625"
1/2 Page Vertical	4.75" x 7.125"
1/2 Page Horizontal	7.375" x 4.75"
1/3 Page Vertical	2.3125" x 9.625"
1/3 Page Horizontal	4.75" x 4.75"
1/4 Page	3.5" x 4.75"
1/6 Page	2.33" x 4.75"
1 inch	2.33" x 1.125"

Trim size is 8 3/8" x 10 7/8"
Bleed is 1/8"

Advertising Deadlines

January | Livestock Handling / Farm Equipment

Commitment & Material due: Dec. 1 / Camera-ready ad due: Dec. 10

February | Limousin Feature / Tifton Bull Test Spotlight

Commitment & Material due: Jan. 1 / Camera-ready ad due: Jan. 10

March | Hereford / Club Calf Spotlight / GCA Convention Spotlight & Expo

Commitment & Material due: Feb. 1 / Camera-ready ad due: Feb. 10

April | Simmental Spotlight / Fly & Weed Control

Commitment & Material due: March 1 / Camera-ready ad due: March 10

May | Georgia Beef Month / Hay & Forage / New President

Commitment & Material due: April 1 / Camera-ready ad due: April 10

June | American Breeds Feature / Junior of the Year / Truck & Trailer

Commitment & Material due: May 1 / Camera-ready ad due: May 10

July | Livestock Marketing / Producer of the Year

Commitment & Material due: June 1 / Camera-ready ad due: June 10

August | Angus Feature

Commitment & Material due: July 1 / Camera-ready ad due: July 10

September | Brangus Feature

Commitment & Material due: Aug. 1 / Camera-ready ad due: Aug. 10

October | Bull Buyer's Guide

Commitment & Material due: Sept. 1 / Camera-ready ad due: Sept. 10

November | Charolais Feature / Farm Buildings

Commitment & Material due: Oct. 1 / Camera-ready ad due: Oct. 10

December | Red Angus / Calhoun Bull Test Spotlight

Commitment & Material due: Nov. 1 / Camera-ready ad due: Nov. 5

Georgia Cattlemen's Association

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