

# ANGUS THE MAGAZINE

*Media Kit*



*Serving The West And Beyond*



## Welcome

Angus, The Magazine, the official publication of the Western States Angus Association, is about the West and for the West, focusing on the purebred and commercial industry using and promoting the Angus breed. News and views for juniors, commercial and registered producers alike keeps Angus, The Magazine, the West's most looked to and read source for Western Angus activities.

Angus, The Magazine showcases the Angus breed from the Dakotas to the Pacific and keeps you abreast of the sales, shows, activities, and association news throughout the West and beyond. Angus, The Magazine reaches the heart beat of the Angus industry. The movers and shakers to the dedicated and loyal producers and ranchers, all look to Angus, The Magazine to keep them current about the Angus scene.

All of us at Angus, The Magazine are here to assist you with your marketing agenda and keep you current on what's new. We are truly a tool that is regarded as a must among progressive programs. If we can assist you in any way, please feel free to contact our experienced professional staff.

Sincerely,

James A. Danekas  
Publisher  
916/362-2697





## RATE CARD

### ADVERTISING RATES

(Effective September 1, 2007)

<b>Black-and-White</b>	
<b>Page</b> .....	<b>\$615</b>
<b>2/3 Page</b> .....	<b>\$475</b>
<b>1/2 Page</b> .....	<b>\$395</b>
<b>1/3 Page</b> .....	<b>\$315</b>
<b>1/4 Page</b> .....	<b>\$240</b>
<b>1/6 Page</b> .....	<b>\$170</b>
<b>Column inch</b> .....	<b>\$32.50</b>
<b>Cover</b> .....	<b>\$800</b>

*Note: To compute the cost of ad sizes other than the units listed, add the column inch rate to the next lower ad unit rate shown.*

All rates are non-commissionable.

<b>Color Rates</b> (per page or portion thereof)	
Black and white plus one color (our choice).....	\$130
Black and white plus 1 color (your specified color).....	\$200
Black and white plus 2 color .....	\$235
4 color.....	\$370

### BLEEDS, REVERSES, SCREENS & PHOTOS:

For color or black bleeds add \$25 to space rate. For reverses add \$25 to space rate. Screens of black or color add \$15 to space rate. Add \$15 for each photo used in the ad, except for complete camera-ready ads.

### INSERTS:

Pre-printed inserts charged at three-fourths of equivalent space rate (i.e., 4-page insert same as 3-page black and white ad rate). Must be adapted for center stitching.

### PRODUCTION CHARGES:

Difficult ads requiring a substantial amount of extra cost to produce will be charged at standard shop rates. Additional charges may be incurred for color builds or traps, drop shadows, intricate logo work, etc. Every effort will be made to give the advertiser price quotes on any extra charges that need to be assessed.

### MECHANICAL REQUIREMENTS:

Trim size: 8-1/2"x11".  
Type area: 44 picas wide, 10" deep.  
Width of column: 14 picas single, 29 picas double.  
Three columns per page.  
Printed by offset process. Material should be camera ready.  
(1200 DPI or better).  
Additional charge may be made for material submitted otherwise.

### TERMS:

Due and payable upon receipt in U.S. currency, 1.5% monthly service charges added to accounts over 30 days.

### ISSUANCE, CLOSING DATES:

Publication issuance is the 15th of the month (i.e., February issue mailed January 15th). Combined issues May/June and July-August are issued mid-period. Closing dates for space reservations are the 15th and the 2nd month preceding publication date (i.e., February magazine closing date is 15 December). Cancellations or changes after closing dates may be subject to cancellation and extra production charges. Advertising for dated events and sales scheduled prior to the 10th of the month of publication will be accepted at advertiser's risk.

### COPY REGULATIONS:

All copy subject to publisher's approval and publisher reserves the right to label clearly as "advertisement" any copy that simulates editorial content.

### MISCELLANEOUS:

The publisher shall not be liable for damages beyond the cost of advertisement in case of typographical error or omission. Not responsible for alterations or errors in copy that is not received in typewritten form.

### FRONT COVER:

The front cover of the publication is sold as advertising space. Only ranch scenes, group shots, individual shots or show ring shots are acceptable. No advertising copy on cover. Ranch signs accepted if in conjunction with the photo. Four to five column inches concerning the cover will be included in the title page headlined "The Cover." Four color cover, separations and composite film advertiser's cost. Reservations for issues recommended. Only one cover per calendar year per advertiser.



Send all advertising material to:

### ANGUS THE MAGAZINE

c/o James Danekas & Associates, Inc.  
3222 Ramos Circle, Suite A • Sacramento, CA 95827  
(916) 362-COWS(2697) • FAX (916) 362-4015  
Internet: WWW.ANGUSTHEMAGAZINE.COM  
WWW.JDAONLINE.COM  
E Mail: jdainc@CWO.COM

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**Sacramento, California 95827**  
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