

### 2022 PRINT ADVERTISING RATE SHEET



		Print Plat	form All Prici	ng in US\$		
Commercial		4- Color		Bl	ack and Wh	ite
# of Months	1	6	12	1	6	12
Double Truck	\$4,800	\$4,410	\$4,290	_	_	_
Full Page	\$2,750	\$2,520	\$2,450	\$1,750	\$1,715	\$1,665
2/3 Page	\$1,890	\$1,850	\$1,795	\$1,265	\$1,240	\$1,200
1/2 Page	\$1,480	\$1,450	\$1,400	\$970	\$950	\$920
1/3 Page	\$950	\$925	\$900	\$630	\$620	\$600
1/4 Page	\$740	\$725	\$700	\$480	\$470	\$460

Livestock*		4- Color		B	ack and Whi	ite
# of Months	1	6	12	1	6	12
Double Truck	\$3,350	\$3,260	\$3,180	\$2,090	\$2,060	\$1,990
Full Page	\$1,675	\$1,630	\$1,590	\$1,045	\$1,030	\$995
2/3 Page	\$1,275	\$1,250	\$1,215	\$940	\$920	\$895
1/2 Page	\$940	\$920	\$895	\$575	\$565	\$550
1/3 Page	\$695	\$685	\$665	\$385	\$380	\$370
1/4 Page	\$550	\$540	\$525	\$290	\$285	\$275

Preferred Materials and Mechanical Requirements Files NOT Accepted: Microsoft Publisher; Picturelt; any graphics placed in Word; PowerPoint.

				Inside
<ul> <li>Photo files must be a minimum of <b>300dpi</b>.</li> </ul>	<ul> <li>Convert all files to CMYK. We will not</li> </ul>	<ul> <li>We do not accept files sent via WeTransfer.com.</li> </ul>	Send elements in separate emails if necessary or call calor representative for	Interi
Line art files must be a	guarantee the color if we have to convert.	<ul> <li>Send a pdf or jpg of the final version of your ad.</li> </ul>	sales representative for instructions.	Place
minimum of <b>600dpi</b> .			<ul> <li>Unless production</li> </ul>	* Ring
• Photos must be shot	<ul> <li>PDF files must be</li> </ul>	<ul> <li>If sending native files,</li> </ul>	materials are requested	The Co
at <b>highest quality</b>	grayscale or CMYK.	please include <b>packaged</b>	to be returned within 1	repres
	<ul> <li>All graphics must be</li> </ul>	InDesign, Photoshop or	year of date of insertion,	4-colo
(1200 x 800 minimum).	5	Illustrator files with all	they will be discarded.	purch
• Do not send	high-resolution.	images, logos and fonts.	• We will not guarantee	would
low-resolution files	• All fonts must be	<ul> <li>Do not send files larger</li> </ul>	quality of print if you	we wil
taken from websites.	embedded.	than 10MB.	send low-resolution files.	your fu

with TSCRA publications constitutes agreement with Advertising Terms and Conditions.

For terms and conditions, visit tscra.org/adterms. Placement of advertisements

**Classified-BBB Advertisement** Per-inch Display Minimum 1 inch

> Color- \$55 Black/White-\$45

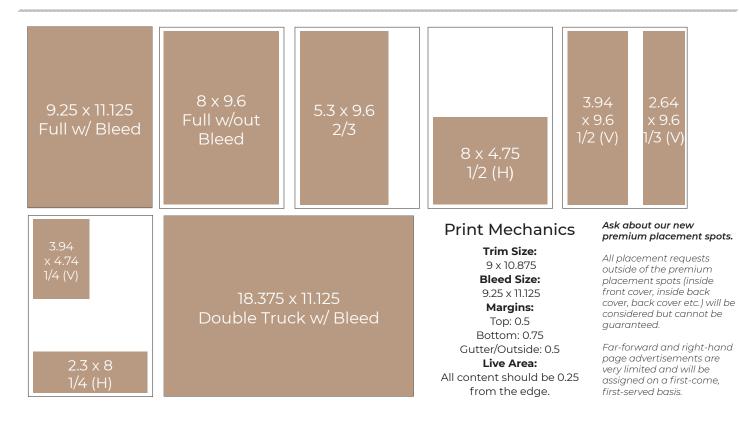
Qualifies advertisers

#### \$50 ad creation fee for new builds.

Premium **Placement Upcharges** Commercial or Livestock, 4-Color Only

Back Cover:	\$1,000
Inside Back Cover:	\$400
Inside Front Cover:	\$400
Interior Premium Placement:	\$200

g service is provided by Cattleman livestock sales esentative if a full-page or advertisement has been hased for your sale. If you ld like to hire other ring help /ill give you a \$300 credit off full-page 4-color ad. Please feel free to contact our sales team for clarification if you have any questions.





## **2022 DIGITAL ADVERTISING RATE SHEET**

Deadline for digital ads is the 20th of the month prior to publication.



Emailing daily to more than 12,000 TSCRA members.

#### The TSCRA Update

# of Months	1	6	12
Double Leaderboard (468x120)1	\$1,100	\$1,050	\$995
First Leaderboard (468x60)²	\$920	\$875	\$835
Leaderboard (468x60)²	\$720	\$665	\$635

#### **TSCRA Talk Podcast**

Named top podcast by Livestock Publications Council in 2021

12 episodes per year

Per Episode

\$1,000

**Full-year Commitment** 

\$6,000

#### **Digital Ad Metrics**

We generate metric reports the first week of each month for the month prior. These reports are available on request.



<sup>1</sup>Maxium file size: 200KB <sup>2</sup>Maxium file size: 150KB



# 2022 EDITORIAL CALENDAR

Editorial and Special projects due at the first of each month.



January	February	March
Ad Space: Nov. 29	Ad Space: Dec. 28	Ad Space: Jan. 24
Ads: Dec. 7	> Ads: Jan. 6	Ads: Feb. 3
April	Мау	June
Ad Space: Feb. 23	Ad Space: March 23	Ad Space: April 26
Ads: March 8	Ads: April 5	> Ads: May 4
July	August	September
Ad Space: May 26	Ad Space: June 29	Ad Space: July 28
Ads: June 8	Ads: July 6	Ads: Aug. 9
October	November	December
Ad Space: Aug. 29	Ad Space: Sept. 29	Ad Space: • Oct. 31
Ad Space:		



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