



# TSCRA ADVERTISING CONTRACT- **THE CATTLEMAN**

Company Name: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Name for Ad Index: \_\_\_\_\_

Address: \_\_\_\_\_ City, State, Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

## ADVERTISING OPTIONS, RATES AND SERVICES

|             | #of months                                     | Commercial: 4-Color                     |         |         | Livestock: 4-Color |         |         |
|-------------|--|---|---------|---------|--------------------|---------|---------|
|             |  | 1                                       | 6       | 12      | 1                  | 6       | 12      |
| PREMIUM     | Gate Fold                                      | Contact us for availability & pricing   |         |         |                    |         |         |
|             | Tip in   | Contact us for availability & pricing   |         |         |                    |         |         |
|             | Direct Mail insert                             | Contact us for sizing options & pricing |         |         |                    |         |         |
|             | Digest book                                    | Contact us for availability & pricing   |         |         |                    |         |         |
|             | Cover sticker                                  | Contact us for availability & pricing   |         |         |                    |         |         |
|             | Inside Front Cover                             | \$3,150                                 | \$2,920 | \$2,850 | \$2,075            | \$2,030 | \$1,990 |
|             | Page 3   | \$2,950                                 | \$2,720 | \$2,500 | \$1,875            | \$1,830 | \$1,790 |
|             | Page 7   | \$2,850                                 | \$2,650 | \$2,400 | \$1,775            | \$1,730 | \$1,690 |
|             | Page 9   | \$2,800                                 | \$2,600 | \$2,350 | \$1,725            | \$1,680 | \$1,630 |
|             | Double Truck <small>Middle of the Book</small> | Contact us for availability & pricing   |         |         |                    |         |         |
| STANDARD    | Inside Back Cover                              | \$3,150                                 | \$2,920 | \$2,850 | \$2,075            | \$2,030 | \$1,990 |
|             | Back Cover                                     | \$3,750                                 | \$3,520 | \$3,450 | \$2,675            | \$2,630 | \$2,590 |
|             | Full w/ Bleed                                  | \$2,750                                 | \$2,520 | \$2,450 | \$1,675            | \$1,630 | \$1,590 |
|             | Full   |   |         |         |                    |         |         |
|             | 2/3 Vertical                                   | \$1,890                                 | \$1,850 | \$1,795 | \$1,675            | \$1,630 | \$1,590 |
|             | 1/2 Horizontal                                 | \$1,480                                 | \$1,450 | \$1,400 | \$940              | \$920   | \$895   |
|             | 1/2 Vertical                                   |   |         |         |                    |         |         |
|             | 1/4 Horizontal                                 | \$740                                   | \$725   | \$700   | \$550              | \$540   | \$525   |
|             | 1/4 Vertical                                   |   |         |         |                    |         |         |
|             | 1/3 Vertical                                   | \$950                                   | \$925   | \$900   | \$695              | \$685   | \$665   |
| DIGITAL ADS | Double Truck                                   | \$4,800                                 | \$4,410 | \$4,290 | \$3,350            | \$3,260 | \$3,180 |
|             | Classified BBB                                 | \$55 for 1.95x1                         |         |         |                    |         |         |
|             | Double Leaderboard                             | \$1,100                                 | \$1,050 | \$995   |                    |         |         |
|             | First Leaderboard                              | \$920                                   | \$875   | \$835   |                    |         |         |
|             | Leaderboard                                    | \$720                                   | \$665   | \$635   |                    |         |         |



## ADVERTISING OPTIONS, RATES AND SERVICES

**STANDARD**

| #of months     | Commercial: Black & White |         |         | Livestock: Black & White |         |       |
|----------------|---------------------------|---------|---------|--------------------------|---------|-------|
|                | 1                         | 6       | 12      | 1                        | 6       | 12    |
| Full w/ Bleed  | \$1,750                   | \$1,715 | \$1,665 | \$1,045                  | \$1,030 | \$995 |
| Full           | \$1,265                   | \$1,240 | \$1,200 | \$940                    | \$920   | \$895 |
| 2/3 Vertical   | \$970                     | \$950   | \$920   | \$575                    | \$565   | \$550 |
| 1/2 Horizontal | \$480                     | \$470   | \$460   | \$290                    | \$285   | \$275 |
| 1/2 Vertical   | \$630                     | \$620   | \$600   | \$385                    | \$380   | \$370 |
| 1/4 Horizontal |                           |         |         |                          |         |       |
| 1/4 Vertical   |                           |         |         |                          |         |       |
| 1/3 Vertical   |                           |         |         |                          |         |       |
| Classified BBB | \$45 for 1.95x1           |         |         |                          |         |       |

Please Select Company Category:

Please Select Breed:

- Association
- Capital Provider
- CPA/Tax/Records
- Feed
- Health
- Legal Firm
- Livestock
- Marketing/Consulting
- Other \_\_\_\_\_

- Akaushi
- Angus
- Angus Plus
- Beefmaster
- Black Hereford
- Brahman
- Brangus
- Charolais
- Hereford

- Red Angus
- Red Brangus
- Santa Gertrudis
- Simmental
- Simbrah
- Texas Longhorn
- Wagyu
- Other \_\_\_\_\_

### DESIGN SERVICES

**Ad Creation**                      **\$50** per designed ad

Copy and artwork to be supplied by contracting company, or art direction may be requested from TSCRA.

**Ad Modification**                      **\$50**

TSCRA will modify existing ad to a reasonable extent.

#### ISSUE SELECTION

#### AD SPACE CLOSE

#### ARTWORK DEADLINE

|               |          |          |
|---------------|----------|----------|
| January '22   | 11/29/21 | 12/07/21 |
| February '22  | 12/28/21 | 01/06/22 |
| March '22     | 01/24/22 | 02/03/22 |
| April '22     | 02/23/22 | 03/08/22 |
| May '22       | 03/23/22 | 04/05/22 |
| June '22      | 04/26/22 | 05/04/22 |
| July '22      | 05/26/22 | 06/08/22 |
| August '22    | 06/29/22 | 07/06/22 |
| September '22 | 07/28/22 | 08/09/22 |
| October '22   | 08/29/22 | 09/07/22 |
| November '22  | 09/29/22 | 10/06/22 |
| December '22  | 10/31/22 | 11/03/22 |



PLEASE LIST THE NAME YOU WOULD LIKE YOUR COMPANY LISTED UNDER IN THE ADVERTISING INDEX \_\_\_\_\_

**BILLING INFORMATION** (LEAVE BLANK IF THE SAME AS PREVIOUSLY LISTED)

Company Name: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Name for Ad Index: \_\_\_\_\_

Address: \_\_\_\_\_ City, State, Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

**PAYMENT INFORMATION**

Visa      Mastercard      Discover      American Express      Other \_\_\_\_\_

Card Number: \_\_\_\_\_

Expiration Date (MM/YY) \_\_\_\_\_ Security Code: \_\_\_\_\_

**FOR TSCRA USE ONLY**

New Client

Additional Information:

Existing Client Account Number: \_\_\_\_\_

Additional Information: