

Arizona CATTLELOG & OTHER COMMUNICATIONS MEDIA KIT 2016-2017

The *Arizona Cattlelog* magazine is a reliable, credible source of information for the ranchers and natural resource managers of Arizona. It is the official publication of the Arizona Cattle Growers' Association which has been protecting Arizona ranchers for more than 100 years. Whether promoting a sale, pharmaceutical products, fencing, consulting services or marketing other products and services, make sure to reach the customers you are looking for. The *Cattlelog* has been bringing buyers and sellers together for more than 70 years, providing marketing that makes sense and works for you. In addition to our monthly magazine we publish a quarterly newsletter and monthly member emails.

CATTLELOG EDITORIAL SCHEDULE

Each issue features the absolute latest and most up-to-date news we can bring our members and it varies based on the current issues at hand. The following schedule is a guideline to highlight our committees, industry partners and other pressing information.

August 2016 • Current Issues

September 2016 • Convention Wrap-Up

October 2016 • Membership

November 2016 • Federal Lands

December 2016 • Ag Policy

January 2017 • Legislative

February 2017 • Arizona Beef Council

March 2017 • Wildlife

April 2017 • Animal Health & Nutrition

May 2017 • Conservation-Stewardship

June 2017 • Convention Highlights

July 2017 • Arizona Cattle Feeders' Assoc.

DEADLINES	
Issue	Deadline
August	July 15, 2016
September	August 15, 2016
October	September 15, 2016
November	October 15, 2016
December	November 15, 2016
January 2017	December 9, 2016
February	January 15, 2017
March	February 15, 2017
April	March 15, 2017
May	April 15, 2017
June	May 15, 2017
July	June 15, 2017

RATES		
Size	Color	B&W
Full Page	\$525	\$375
Back Cover, Front Inside Cover, Back Inside Cover	\$650	
1/2 Page	\$375	\$250
1/4 Page	\$275	\$150
1/8 Page	\$205	\$100
Marketplace 1.5"x2.5"	BW Only \$40	
Outside half page of Newsletter	\$500	
CLASSIFIED ADS: \$25 for thirty words or less; \$0.40 for each additional word.		

WEBSITE - \$50/month
MEMBER EMAILS - \$25/month
Contact Anna for more details!

NEWSLETTER
Issued quarterly
Tentative months, subject to change:
February • June • September • November
Prime location, outside half: \$500
Deadline is the 15th of the preceeding month.

1/8 3.5" x 2.5"	Half page-V 4" x 10"	Full page 8.5" x 11" (No Bleed) 9" x 11.5" (with bleed)
Half page-H 7.5" x 5"		1/4 page 4.25" x 5"

DISCOUNTS: ACGA members are given a 10% discount on magazine and newsletter space charges only (excluding Marketplace). 10% discount will be given for 6 insertions in a 12-month period. 15% discount will be given for 12 insertions in a 12-month period. *Only one discount will apply.

INSERTS: Must be provided by advertiser - \$750. If you want printed with magazine set up fee is an additional \$250.

PRODUCTION CHARGES: Advertisers providing material that is not camera ready or requires design, layout, text or conversion changes will be charged an additional \$75/hour fee.

MECHANICAL REQUIREMENTS: All display advertisements must be camera ready, or a complete digital ad supplied. Digital files are requested in high resolution (at least 300 dpi) tiff, jpeg (CMYK), PDF, Photoshop, or InDesign formats.

GENERAL

- Editor reserves the right to refuse any advertising that does not meet ACGA standards or organizational values.
- Editor reserves the right to cancel advertising if past due accounts are not paid in full from previous advertising.
- All advertising deadline dates are final. Advertising received after this date will not be printed.
- No deductions or returns guaranteed for errors or late ads.
- No advertisements will be accepted without a signed contract.
- If you need to cancel contracted advertising, notice must be given to editor by the 15th of the preceding month to prevent printing and charges.

CONTACT ANNA AJA FOR ADVERTISING: AAJA@ARIZONABEEF.ORG OR 602-267-1129

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