



Also Available Online at RedAngus.org

The Official Publication of the
Red Angus Association of America
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ADVERTISING RATES, SIZES & DEADLINES

| Space | Annual Frequency | | |
|----------------------------|------------------|-------|-------|
| | 1X | 5X | 10X |
| Display Advertising | | | |
| Full Page | \$630 | \$555 | \$505 |
| 1/2 Page | \$380 | \$320 | \$280 |
| 1/3 Page | \$270 | \$240 | \$220 |
| 1/4 Page | \$190 | \$165 | \$145 |
| 1/8 Page | \$ 95 | \$ 85 | \$ 75 |

(Ad sizes and dimensions are illustrated on the reverse side)

Breeder Directory

| | |
|--------------|----------------|
| 1" Deep | \$275 per year |
| 2 1/8" Deep | \$425 per year |
| 3 1/4 " Deep | \$575 per year |

Color

Black + 1 color: \$100
 Black + 2 colors: \$200
 Full Color: \$335

Artwork

All staff-created art will be billed at the rate of \$30 per half-hour, with a minimum \$30 charge.

Discounts

| Discount Type | Discount % |
|---------------|---------------|
| Camera Ready* | 10% off space |

* Camera Ready status is limited to high resolution PDF or Jpeg

Advertising Deadlines

Issue

September, October, November,
 December, January, February, March & April
 May/June
 July/August

Final Advertising Deadline

One month prior to month of issue
 (Example: August 1st for September issue)
 April 15th
 June 15th

Editorial Calendar

January "Bull Buyer's Edition" kicks off the bull buying season (*expanded mailing*).

February Edition is the annual Genetics Issue with the release of Spring EPDs.

March Edition further promotes Red Angus Bull Sales.

April Edition showcases Red Angus Females.

May/June "Spring Sale Summary" Edition promotes Land Stewardship.

July/August "Herd Reference Edition" is the annual "Who's Who" issue for Red Angus Breeders.

September "Feeder Calf Edition" focuses on feeder cattle marketing options (*expanded mailing*).

October Edition promotes Red Angus and Red Angus Influenced Females.

November Edition covers the annual Red Angus Convention.

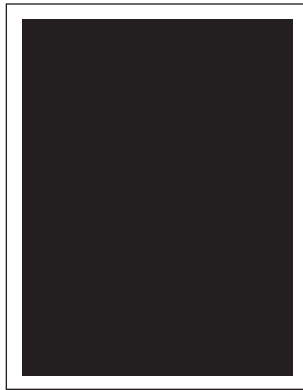
December Edition showcases the Junior Red Angus Association year in review.

Ad Sizes & Dimensions



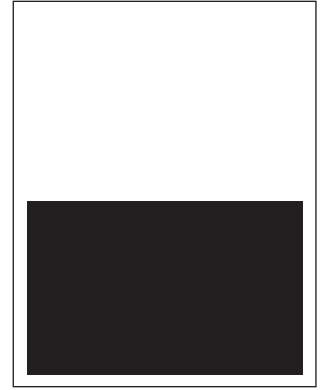
FULL PAGE BLEED

Trim size 8.375" x 10.875" + .25":
8.625" X 11.125"



FULL PAGE

7.625" x 10.125"



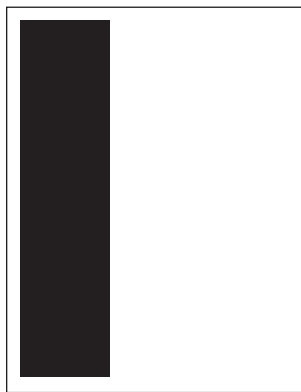
ONE-HALF HOR.

7.625" X 4.875"



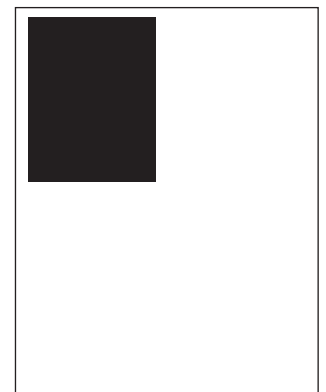
ONE-HALF VERT.

3.625" X 10.125"



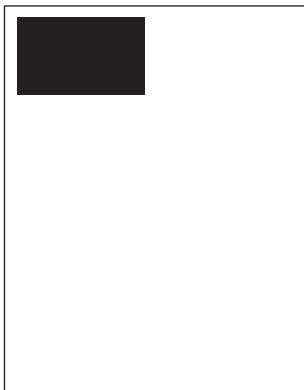
ONE-THIRD VERT.

2.33" X 10.125"



ONE-FOURTH

3.625" X 4.875"



ONE-EIGHTH

3.625 X 2.2"

For information regarding ARA Magazine ad sizes or any other advertising questions, please contact:

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