



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

Ad Reservation Deadline

One month prior to month of issue
 (Example: August 1st for September Issue)
 May 1st
 July 1st

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 promotes Feeder Cattle and Grid Marketing.

April Edition showcases Red Angus Females.

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

July/August "Herd Reference Edition" promotes Crossbreeding and Annual Convention.

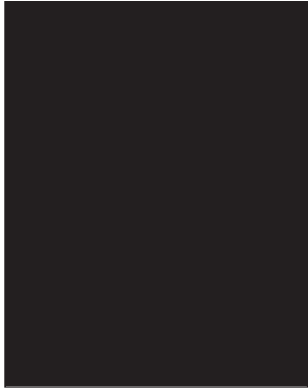
September "Feeder Calf Edition" focuses on feeder cattle marketing options (*expanded mailing*).

October Edition promotes Red Angus and Red Angus Influenced Females.

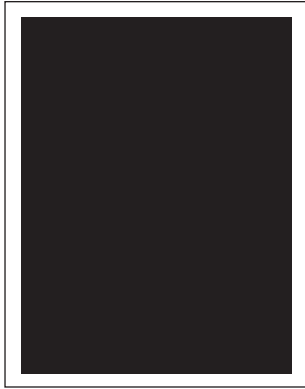
November Edition covers the annual Red Angus Convention.

December Edition showcases the Junior Red Angus Association and Red Angus Foundation, Inc.

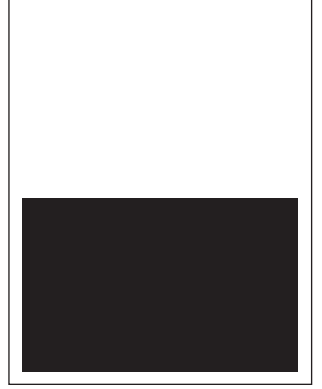
Ad Sizes & Dimensions



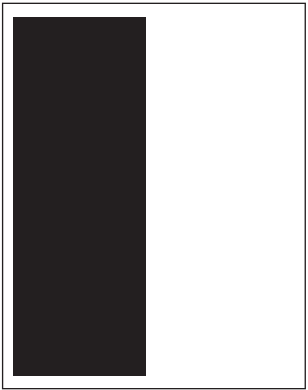
FULL PAGE BLEED
Trim size 8.375" x 10.875" + .25":
8.625" X 11.125"



FULL PAGE
7.625" x 10.125"



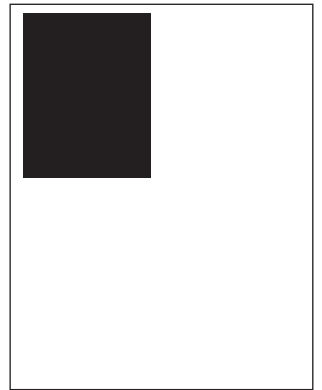
ONE-HALF HOR.
7.625" X 4.875"



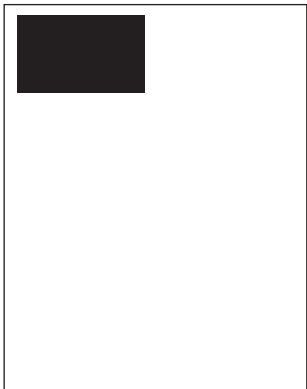
ONE-HALF VERT.
3.625" X 10.125"



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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