



Reds in the Rockies
NATIONAL RED ANGUS CONVENTION
SEPT. 13 – 15, 2017 | COLORADO SPRINGS, COLORADO

Sponsor Ad Specs

 **Diamond Sponsor - \$5,000**
Page Full Color Ad in July/August *ARA*
Page Full Color Ad in Convention Program
Page Full Color Ad in November *ARA*

 **Sapphire Sponsor - \$3,500**
Page Full Color Ad in July/August *ARA*
Page Full Color Ad in Convention Program
Page Full Color Ad in November *ARA*

 **Emerald Sponsor - \$2,500**
Page Full Color Ad in July/August *ARA*
Page Full Color Ad in Convention Program

 **Ruby Sponsor - \$1,500**
Half-Page Full Color Ad in July/August *ARA*
Half Page Full Color Ad in Convention Program

File Format: High-resolution PDF or JPG (cmyk)

Email: tracey@redangus.org

Questions regarding ads, design services, deadlines and specs may be directed to *ARA* Editorial Coordinator Tracey Koester at tracey@redangus.org or by calling 701-391-5440.

July/August *ARA* Deadline – July 1
Convention Program Deadline – August 1
November *ARA* Deadline – October 1



Contact Halla Pfeiff,
RAAA National Office,
to be a convention sponsor or
secure space in the trade show.
940-387-3502, Ext. 10

Ranch Tested. Rancher Trusted.

Red Angus

American Red Angus Magazine
Full Page Ad

Live Area: 7.625" wide x 10.125" tall
Bleed: Not available for July/August ad

*Bleed is available for ads placed in
additional ARA issues:
Trim: 8.375" x 10.875"
Bleed: 8.625" x 11.125"*

American Red Angus Magazine
Horizontal Half Page Ad

Live Area: 7.625" wide x 4.875" tall
Bleed: None

Convention Program

Full Page Ad

Live Area: 4.5" wide x 7.5" tall

Trim: 5.5" wide x 8.5" tall

Bleed: 5.75" wide x 8.75" tall

Convention Program

Horizontal Half Page Ad

Live Area: 4.5" wide x 3.25" tall

Trim: 5.5" wide x 4.25" tall

Bleed: 5.75" wide x 4.5" tall

*(Half-page ads will bleed left and right,
then top or bottom depending on placement.)*