

Western Livestock Journal®

RED ANGUS FEATURE SUPPLEMENT

Red Angus Feature touting the positive aspects of using Red Angus genetics.

Electronic File Preferences

Deadlines: (weekly) Ads and ad copy must be received in our office by 4:30 p.m. Tuesday of the week preceding date of issue the next Monday. Copy and separations for 4-color ads (except for those camera-ready) must be received by 4:30 p.m. Monday of the week preceding date of issue. Publication of advertising cannot be guaranteed for ads ordered but copy not received by deadline.

Not cancelable after Tuesday, 4:30 p.m.

Inserts available at competitive prices. Call for quotes.

Acceptable Page Layout Programs: InDesign CS3 or lower—PC & Mac—fonts and graphic links embedded or included.

Illustration Programs: Adobe Illustrator CS3 or lower—PC & Mac—save as AI file.

Acceptable File Formats: PDF, JPG or TIFF—PC & Mac—use CMYK (78%K), grayscale (87%K). No RGB. All photos should be scanned at 133 lpi/300 dpi. Photos should be scanned for actual finished document size.

PDF—Mac & PC. We encourage the use of PDF files. The file needs to be created in the distiller function of Acrobat Distiller and **not** PDF maker in your print setup. Before sending PDF file, call us for specific specifications required. A step-by-step distiller settings guide can be faxed to you, providing a customized template for our printer's needs. This is very important to ensure a quality product. **No 4-color black text.**

Fonts: We use Adobe Type Library fonts or Type 1 fonts. Please note: fonts not provided with files will be substituted with the nearest matching font. TrueType fonts are not recommended and may be substituted also. *Please be sure to include hard copy with document.*

Please, no files from Microsoft Publisher, Word, Excel or PowerPoint and Adobe Frame-Maker. No GIFs, RGB, WMF, BMP & DAT files.

**Issue Date:
February 6th.
Ad deadline is
January 31st,
so hurry!**

Red Angus bulls are the third most-sought-after bulls with *Western Livestock Journal* readers. Our Bull Survey 2008 showed that 12.7% of our readers use Red Angus bulls. They will also replace nearly four bulls every year. That's a market for 5,200 Red Angus bulls. *WLJ* is your best access to the high volume Red Angus bull market in the West. Don't miss this issue specifically promoting Red Angus genetics. Call today.

ADVERTISING RATES (B&W)

| | | |
|-------------------|-------------|---------|
| Full page | (96") | \$2,235 |
| 1/2 page | (48") | 1,250 |
| Junior page | (40") | 1,110 |
| 1/3 page | (32") | 945 |
| 1/4 page | (24") | 730 |
| 1/8 page | (12") | 390 |
| 1/16 page | (6") | 200 |
| 1/32 page | (3") | 102 |

COLOR RATES:

1 Standard color \$200; Four color \$450.

For advertising information, contact us at our toll-free number, 800-850-2769, or call your field representative today:



Pete Crow
Publisher
800-850-2769
pete@wlj.net

Arizona, New Mexico, Texas



Jim Gies
970-454-3836
(c) 970-590-0500
jgies@msn.com

Colorado, Southern Wyoming, North
Dakota, South Dakota, Nebraska,
Kansas, Oklahoma



Jerry Gliko
406-277-3001
(c) 406-860-3181
jlgliko@3rivers.net

Montana, Northern Wyoming,
Eastern Idaho, North Dakota



Logan Ipsen
916-947-2392
logan.ipsen@yahoo.com
advertising@wlj.net

California, Nevada, Utah



Jerry York
208-863-1172
jerryorkwlj@gmail.com

Oregon, Washington, Idaho

CROW PUBLICATIONS, INC. • 7355 E. Orchard Rd. #300, Greenwood Village, CO 80111
303/722-7600 • FAX 303/722-0155 • 800/850-2769 • www.wlj.net • advertising@wlj.net