

the **BEEFMASTER** Pay Weight

a publication produced by Beefmaster Breeders United and dedicated to serving commercial cattlemen. We feature the latest beef cattle industry news, innovative discoveries in the industry, and discussions about the latest cattle trends and technologies. *The Beefmaster Pay Weight* was founded to assist the Beefmaster cattle industry with effective advertising and a communication tool with commercial cattlemen throughout the country.

.....

media **KIT**

Single copy mailed, bulk mailed & digital distribution

Frequency: 2x Spring/Fall
Distribution: 15,000 livestock producers
Mail Dates: February 1 (Dec. 15 Space Deadline)
September 15 (July 15 Space Deadline)
Audience: Commercial Cattlemen
Format: Black/White or Full-Color Newspaper

.....

breeder **RATES**

| | | | |
|---------------|-------|----------------------------|---------|
| Full page | \$800 | Back Cover | \$1100 |
| Junior page | \$700 | Center Spread | \$1800 |
| Half page | \$500 | Inside Front | \$950 |
| 1/3 page | \$350 | Inside Back | \$950 |
| 1/4 page | \$275 | Full Color | + \$300 |
| Business Card | \$125 | *10% camera ready discount | |

.....

material **REQUIREMENTS**

| | | | |
|----------------------|-------------------------|-------------------------|------------------------|
| Full Page | 10.38" (W) x 16" (H) | Third-page Vertical | 5.1" (W) x 10.63" (H) |
| Center Spread | 21.76" (W) x 16" (H) | Third-page Horizontal | 10.31" (W) x 6.31" (H) |
| Junior Page | 7.73" (W) x 10" (H) | Quarter-page Vertical | 3.33" (W) x 15.65" (H) |
| Half-page Vertical | 5.1" (W) x 15.65" (H) | Quarter-page Horizontal | 10.38" (W) x 5.22" (H) |
| Half-page Horizontal | 10.38" (W) x 7.875" (H) | Business Card | 5.06" (W) x 2.00" (H) |

FILE FORMAT

Preferred Files: High Resolution PDF, 300 dpi, CMYK
Other Files Accepted: Adobe InDesign, Adobe Illustrator, Adobe Photoshop, JPEG and EPS files.
All supporting files and fonts must be included when sending files. We do not accept Microsoft Publisher files.

SUBMITTING MATERIALS

Ads may be emailed if they are no larger than 10mb in file size. Larger files should be sent via Dropbox, Hightail (You Send It), Box, ftp, or other transfer program. Please contact us for information.

IMAGES

Color images intended for printing should be saved as CMYK 300 dpi. Black and white images should be saved as Grayscale 300 dpi. Scan graphic elements at 300 dpi and actual size. Save as a JPEG of the highest or maximum quality when processing. Images from websites will result in poor quality.

contact **INFORMATION**

Jeralyn Novak: 210-732-3132 jnovak@beefmasters.org
Lance Bauer: 210-464-1309 lbauer@beefmasters.org
Dusty Pendergrass: 210-464-0923 dpendergrass@beefmasters.org