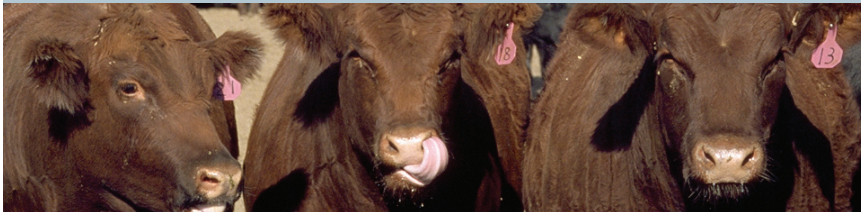


2008 Cattlemen's Corner Advertising Rates

39C

	Size	B&W	2-Color	4-Color
Full Page	7" x 10"	\$4,843	\$5,260	\$5,478
2/3 Page	4 1/2" x 10"	\$3,466	\$3,883	\$4,101
1/2 Page	Island: 4 1/2" x 7 1/2" Vertical: 3 3/8" x 10" Horizontal: 7" x 5"	\$2,909	\$3,326	\$3,544
1/3 Page (v or h)	2 1/8" x 10" or 4 1/2" x 5"	\$1,820	\$2,237	\$2,455
1/4 Page (v or h)	3 3/8" x 5" or 4 1/2" x 3 3/4"	\$1,428	\$1,845	\$2,063
1/6 Page (v or h)	2 1/8" x 5" or 4 1/2" x 2 1/2"	\$1,007	\$1,424	\$1,642
1/8 Page	2 1/8" x 3 3/4"	\$762	\$1,179	\$1,397
1/12 Page	2 1/8" x 2 1/2"	\$534	\$951	\$1,169



Terms

Billing on last day of the preceding month. 1 1/2% per month interest charged on unpaid invoices 30 days after due date of invoice. No cash discounts allowed.

Sales Contacts

PUBLISHER

Bret Kealy, 952-851-4660
bret.kealy@penton.com

REGIONAL SALES MANAGERS

Jay Carlson, 913-967-1655
jay.carlson@penton.com
Kim Zilverberg, 952-851-4693
kim.zilverberg@penton.com

ADVERTISING SALES REPRESENTATIVE

Lisa Peterson, 952-851-4705
lisa.peterson@penton.com

BOCK & ASSOCIATES

Mike Bock, 952-905-3211
mbock@bockreps.com
Wayne Bollum, 952-905-3204
wayne.bollum@bockreps.com

H & P COMPANY

Jan Ford, 800-693-8048
jford17879@aol.com
JoAnn Behrends, 208-453-2694
joann@seeds4forage.com
Bill Pullen, 800-867-5861
blpullen@aol.com

Closing Dates

Issue	Closing Date	Materials Due
January	11.30.07	12.07.07
February	12.28.07	01.07.08
Cow/Calf	01.14.08	01.21.08
March	02.01.08	02.08.08
April*	03.03.08	03.10.08
May	04.01.08	04.08.08
June	05.01.08	05.08.08
July	06.02.08	06.09.08
August	07.01.08	07.08.08
September	08.01.08	08.08.08
October	09.01.08	09.08.08
November	10.01.08	10.08.08
December	11.03.08	11.10.08

* *Readership Study Issue*

SEND ADVERTISING MATERIALS TO:

BEEF
7900 International Drive, Suite 300
Minneapolis, MN 55425

Ph 800-722-5334
Fax 952-851-4601