

2008 Livestock Advertising Rates

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Livestock rates are allowed for breed associations, breeders, livestock markets and auctions and companies or individuals providing A.I. services. Editorial support and separation of advertisements from competitors cannot be guaranteed. All advertisements are positioned at the Publisher's discretion.

	Size	B&W	2-Color	4-Color
Full Page	7" x 10"	\$6,902	\$7,579	\$8,947
2/3 Page	4 1/2" x 10"	\$4,959	\$5,636	\$7,004
1/2 Page	Island: 4 1/2" x 7 1/2" Vertical: 3 3/8" x 10" Horizontal: 7" x 5"	\$4,146	\$4,823	\$6,191
1/3 Page (v or h)	2 1/8" x 10" or 4 1/2" x 5"	\$2,621	\$3,298	\$4,666
1/4 Page (v or h)	3 3/8" x 5" or 4 1/2" x 3 3/4"	\$2,015	\$2,692	\$4,060
1/6 Page (v or h)	2 1/8" x 5" or 4 1/2" x 2 1/2"	\$1,371	\$2,048	\$3,416
1/8 Page	2 1/8" x 3 3/4"	\$1,038	\$1,715	\$3,083
1/12 Page	2 1/8" x 2 1/2"	\$716	\$1,393	\$2,761
Column Inch	2 1/8" x 1" (min.)	\$310	\$987	\$2,355

Terms

Billing on last day of the preceding month. 1½% per month interest charged on unpaid invoices 30 days after due date of invoice. No cash discounts allowed.

Frequency Discounts

<u>1</u>	0%	<u>12</u>	7%
<u>4</u>	3%	<u>16+</u>	10%
<u>8</u>	5%		

Sales Contacts

PUBLISHER

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REGIONAL SALES MANAGERS

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H & P COMPANY

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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