

2008 Sale Ring Advertising Rates

39C

	Size	B&W	2-Color	4-Color
1/2 Page	Island: 4 1/2" x 7 1/2" Vertical: 3 3/8" x 10" Horizontal: 7" x 5"	\$4,152	\$4,985	\$6,701
1/3 Page (v or h)	2 1/8" x 10" or 4 1/2" x 5"	\$2,610	\$3,443	\$5,159
1/4 Page (v or h)	3 3/8" x 5" or 4 1/2" x 3 3/4"	\$2,026	\$2,859	\$4,575
1/6 Page (v or h)	2 1/8" x 5" or 4 1/2" x 2 1/2"	\$1,371	\$2,204	\$3,920
1/8 Page	2 1/8" x 3 3/4"	\$1,038	\$1,871	\$3,587
1/12 Page	2 1/8" x 2 1/2"	\$716	\$1,549	\$3,265
Column Inch	2 1/8" x 1" (min.)	\$305	\$1,138	\$2,854

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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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