

General Rates



CIRCULATION 100,000

NATIONAL RATES

	B/W	2/C	4/C
Full Page	\$12,065	\$12,865	\$14,515
2/3 Page	8,670	9,470	11,120
1/2 Page	7,235	8,035	9,685
1/3 Page	4,545	5,345	6,995
1/4 Page	3,560	4,360	6,010
1/6 Page	2,415	3,215	4,865
Column Inch	555	1,355	3,005
Back Cover			16,325
2nd Cover			15,725

CIRCULATION 53,000

BEEF STOCKER

	B/W	2/C	4/C
Full Page	\$7,765	\$8,265	\$9,310
2/3 Page	5,600	6,100	7,145
1/2 Page	4,655	5,155	6,200
1/3 Page	2,920	3,420	4,465
1/4 Page	2,280	2,780	3,825
1/6 Page	1,555	2,055	3,100

CIRCULATION 10,500

BEEF FEEDER

	B/W	2/C	4/C
Full Page	\$6,020	\$6,420	\$7,250
2/3 Page	4,325	4,725	5,555
1/2 Page	3,615	4,015	4,845
1/3 Page	2,280	2,680	3,510
1/4 Page	1,760	2,160	2,990
1/6 Page	1,205	1,605	2,435

CIRCULATION 3,000

BEEF VETERINARIAN

	B/W	2/C	4/C
Full Page	\$2,475	\$2,775	\$3,345
2/3 Page	1,775	2,075	2,645
1/2 Page	1,480	1,780	2,350
1/3 Page	925	1,225	1,795
1/4 Page	710	1,010	1,580
1/6 Page	495	795	1,365