

Livestock Advertising

EFFECTIVE JANUARY 2007 | **BEEF**

B/W only

RATES

SIZE		
Full Page	7" x 10"	\$6,635
2/3 Page	4½" x 10"	\$4,770
1/2 Page island	4½" x 7½"	\$3,985
vertical (v)	3¾" x 10"	
horizontal (h)	7" x 5"	
1/3 Page (v or h)	2⅛" X 10" or 4½" X 5"	\$2,520
1/4 Page (v or h)	3⅜" X 5" or 4½" x 3¾"	\$1,935
1/6 Page (v or h)	2⅛" x 5" or 4½" x 2½"	\$1,320
1/8 Page	2⅛" x 3¾"	\$1,000
1/12 Page	2⅛" x 2½"	\$690
Column inch	(minimum) 2⅛" x 1"	\$300

COLOR RATES

- a. Black and 1 standard color, 1 page or less, extra per page, **\$650**.
 b. 4-color process, 1 page or less extra per page, **\$1,965**.
 c. Special matched inks, 1 page or less, extra per page, **\$845**.

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 1 ---- 0% 8 ---- 5% 16+ ---- 10%
 4 ---- 3% 12 ---- 7%

CLOSING DATES

ISSUE	CLOSING DATE
January	12/01/06
February	12/29/06
Cow/Calf Issue	1/12/07
March	2/01/07
April	3/01/07
May	4/02/07
June	5/01/07
July	6/01/07
August	7/02/07
September	8/01/07
October	9/04/07
November	10/01/07
December	11/01/07

CONTACTS

MINNEAPOLIS

Kim Silverberg
 kim.zilverberg@penton.com
Lisa Peterson
 lisa.peterson@penton.com
 800.722.5334

OVERLAND PARK

Jay Carlson 913.967.1655
 jcarlson@beef-mag.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

BOCK & ASSOCIATES

MINNEAPOLIS

Wayne Bollum 952.854.1090
 wayne.bollum@bockreps.com

Classified Advertising

EFFECTIVE JANUARY 2007 | **BEEF**

SEND ADVERTISING MATERIALS TO:

BEEF

7900 International Drive, Suite 300
 Minneapolis, MN 55425
 Phone: 952.851.9329
 Fax: 952.851.4601

CONTACT

Lisa Peterson
 800.722.5334
 Fax: 913.514.3714
lisa.peterson@penton.com

WORD RATE **\$2.10** per word, per insertion.

DISPLAY RATE A display advertisement is any advertisement of one column inch or more boxed inside its own borders and thus separated from regular classified advertisements.
\$230 per column inch, per insertion.
 Column inch equals 2½" x 1".

DISCOUNTS Discounts apply only when advertisements run consecutively and check accompanies order. Advertising design is available. Copy must be received 7 days before closing to obtain a proof. Changes can be made if returned to Publisher by 10th day of the preceding month.

3 mo. *5% discount*
 6 mo. *10% discount*
 12 mo. *15% discount*

MINIMUM ORDER **\$30.00** per insertion, except when discounts apply.

WORD COUNT Count as one word each initial, abbreviation and whole number including names and address. For example: T.R. Jones, 65 N. Ninth Ave., Johnson City, TN 37601, counts as 10 words. Johnson City is one word. All hyphenated words are counted as two words.

PAYMENT Check must accompany order. Phone or fax orders will be accepted but payment must be received before advertisement is published. VISA, Mastercard and American Express are accepted.