

The Cattleman's Advocate

Serving Eastern Missouri & Western Illinois • Published Monthly

ADVERTISING RATES

Effective July 1, 2008

Ad Size	Cost per month
Economy ad:	1 month\$50
	6 months\$45
	12 months\$40
1/12 page:	1 month\$90
	6 months\$81
	12 months\$72
1/8 page:	1 month\$120
	6 months\$108
	12 months\$96
1/4 page:	1 month\$220
	6 months\$198
	12 months\$176
Super 1/4:	1 month\$310
	6 months\$279
	12 months\$248
1/2 page:	1 month\$380
	6 months\$342
	12 months\$304
Jr. page:	1 month\$470
	6 months\$423
	12 months\$376
Full page:	1 month\$610
	6 months\$549
	12 months\$488
Directory ad:	3 months\$80
	6 months\$120
	12 months\$200

(Additional discounts do not apply to directory ads)

Color

Spot color\$40 per color
 Process color\$120

NO CHARGE FOR AD DESIGN

If you would like to receive The Cattleman's Advocate each month, subscriptions for one year are available by sending \$18 and your name and current address to:

A&S Printing

Box 124, Monroe City, MO 63456

If you contract for at least 6 issues in *The Cattleman's Advocate*, you will receive a **10% discount off all ads placed.**

If you contract for 12 issues in *The Cattleman's Advocate*, you will receive a **20% discount off all ads placed.**

Advertising deadline is 7 days prior to the print date for each month's issue

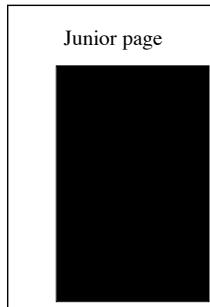
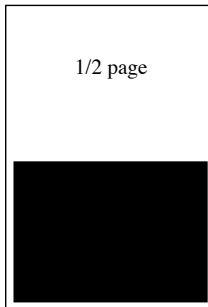
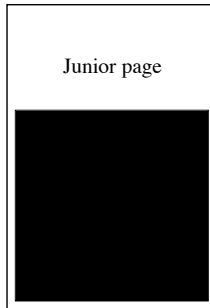
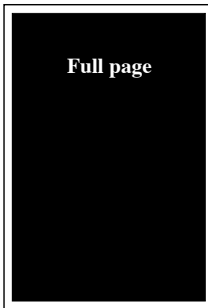
To schedule an ad in *The Cattleman's Advocate*, call or email:

HOLLY HENDERSON JOHNSTON, Advertising Consultant
 573-470-1196 (cell) • c21farms@yahoo.com

Production details and ad construction are handled by:
 Chuck Herron of Virtual Images • 660-327-1009 • Fax: 660-327-1109
 Email: cattlemansadv@parismo.net

When sending ads via email, please contact Virtual Images for electronic specifications

Advertising Dimensions



DIRECTORY AD
 1.85" x 1.85"

ECONOMY AD
 1 column x 3"

1/12 PAGE
 1 col. x 6.5"
 2 col. x 3.25"
 3 col. x 2.25"

1/8 PAGE
 2 col. x 4.75"
 3 col. x 3.25"

1/4 PAGE
 2 col. x 9.5"
 3 col. x 6.5"
 4 col. x 4.75"

SUPER 1/4 PAGE
 2 col. x 14.5"
 3 col. x 9.75"
 4 col. x 7.5"

1/2 PAGE
 3 col. x 12.75"
 4 col. x 9.55"
 5 col. x 7.75"

JUNIOR PAGE
 4 col. x 13"
 5 col. x 10.5"

FULL PAGE
 5 col. x 15.25"

COLUMN WIDTHS

1 column . . .1.92" 4 columns . . .8.17"
 2 columns4" 5 columns .10.25"
 3 columns . . .6.09"

