

The South Dakota Cattlemen's Association

2009 Advertising Rates

1 page	\$ 400
2/3 page	\$ 300
1/2 page	\$ 225
1/3 page	\$ 175
1/4 page	\$ 125
1/8 page	\$ 100
Back Cover (B/W)	\$ 525
Inside Front (B/W)	\$ 475
Inside Back (B/W)	\$ 450

Add for color:

Each Color	\$ 50
4-Color	\$ 200

Discounts

10% off for 3-issue contract

10% off for SDCA Producer Members

Net due 30 days. Finance charges apply after that.

Rates are noncommissioned

Circulation

The bi-monthly publication is sent to all members of the SDCA, 1,000 cow-calf, seedstock, dairy and feeder cattle producers in South Dakota.

E-Advertising

Website Ads.....\$ 150/month or \$ 850 for 6 months

E-Newsletter Ads:.....\$ 160/month or \$ 450 for 3 months

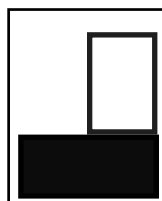
SDCA E-Newsletter is distributed weekly to over 450 subscribers.



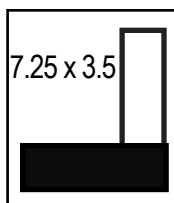
Full Page
7.25 x 10



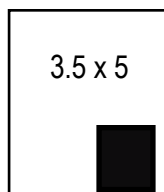
2/3 Page
7.25 x 6.25 horz.



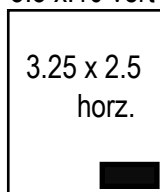
1/2 Page
7.25 x 5 horz.
3.5 x 10 vert



1/3 page



1/4 page



1/8 page

Specifications

- Finished Size: 8.25 x 10.5
- Pages: 24-32
- Stock: 50# Offset
- Binding: Saddle Stitch

Format

We accept the following types of files:

- .pdf
- .jpg
- Microsoft Word
- Images should be at least 300 dpi

Email ads to communications@sd cattlemen.org or send on CD to:

Cayla Christiansen
435 Chapelle St.
Pierre, SD 57501

All ads are to be camera-ready, or a set-up charge of \$ 20 per hour will apply. The setup charge is waived for SDCA producer members.

Advertising Deadlines

All deadlines are the 10th of the month prior to publication.

Issue	Deadline
January/February.....	December 10th
March/April.....	February 10th
May/June.....	April 10th
July/August.....	June 10th
September/October.....	August 10th
November/December.....	October 10th



435 Chapelle St.
Pierre, SD 57501

Office:
605.945.2333

Communications:
605.280.9461

communications@sd cattlemen.org
www.sd cattlemen.org