

# The South Dakota Cattlemen's Association

## 2017 Advertising Contract

The undersigned ("Advertiser") agrees to advertise in the South Dakota Cattlemen's Association magazine *The South Dakota Cattleman*.

Advertiser / Company

Contact Name

Billing Address

City / State / Zip

Telephone

E-Mail Address

Under this contract, Advertiser's ad will run in the following issues:

Issue	Size	Color/B&W	Rate	Special Notes
			Total Contract Amount	
<i>Notification of changes in ad copy must be received by next issues deadline date. Changes that do not meet that date will be printed as originally sent. Cancellations must be received in writing 1- month prior to publication submission date which ad is to appear.</i>				

**Payment Options:**

- One Time Payment
- Please Invoice per issue
- Please charge the below credit card per issue & I will receive a receipt by email per transaction.
  - Visa       MasterCard

Credit Card #

Exp. Date

\*\* If the name & address/phone # listed on your card is different than above please provide us your credit card billing information\*\*

Advertiser's Signature

Date

SDCA Contact's Signature

Date

**Tracie Bradford - SDCA Outreach Manager**  
 communications@sd cattlemen.org / (605) 945-2333 / www.sd cattlemen.org  
 116 N. Euclid, Suite C, Pierre, SD 57501

# The South Dakota Cattlemen's Association

## 2017 Advertising Rates for "The South Dakota Cattleman"

Page Size	Ad Rate / Issue	3 Issue Rate	3 Issues Rate / Month
<b>Black &amp; White Advertisements</b>			
Full Page	\$600	\$1620	\$540
2/3 Page	\$500	\$1380	\$450
1/2 Page	\$425	\$1147	\$382
1/3 Page	\$250	\$675	\$225
1/4 Page	\$200	\$540	\$180
1/8 Page	<i>1 - Complimentary Ad with AI Select Membership (Issue of choice)</i>		
<b>Full Color Advertisements</b>			
Full Page	\$800	\$2160	\$720
2/3 Page	\$700	\$1890	\$630
1/2 Page	\$625	\$1687	\$562
1/3 Page	\$450	\$1215	\$405
1/4 Page	\$400	\$1080	\$360
1/8 Page	Please see 'Color' cost options below		
Front Inside Cover FP*	\$920	\$2484	\$828
Back Cover 1/2 Page*	\$719	\$1941	\$647
Inside Back Cover FP*	\$920	\$2484	\$828

*Quotes will be provided by request for other sizes or options not listed.*

### Specifications

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

### Format

We accept the following types of files (*at least 300 dpi*):

- .jpg
- .pdf
- Microsoft Word / Publisher

*All ads are to be camera-ready, or a set-up charge of \$20/hour will apply.*

### Ad Sizes



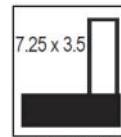
Full Page  
7.25 x 10



2/3 Page  
7.25 x 6.25 horz.



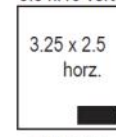
1/2 Page  
7.25 x 5 horz  
3.5 x 10 vert



7.25 x 3.5  
1/3 page



3.5 x 5  
1/4 page



3.25 x 2.5  
horz.  
1/8 page



116 N. Euclid, Suite C  
Pierre SD 57501  
Office 605.945.2333



**Net Due 30 days. Finance Charges apply after that.**

**Rates are noncommissioned.**

**Please email ads to [communications@sd cattlemen.org](mailto:communications@sd cattlemen.org).**

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

## The South Dakota Cattlemen's Association 2017 Article Rates

	Rates	Full Page (800 words)	Half Page (400 words)
Non Members	.40 / word	\$320	\$160
Supporting / Standard Members			
Producer Members	.30 / word	\$240	\$120
Select Members			
Choice / Prime Members	.25 / word	\$200	\$100

### Options

Photo / Diagram	\$125
Color	\$125

- Max size 3/12 x 5, please format to this size or smaller. Photos will be adjusted in size as needed.
- Article may be edited to fit photo at the discretion of the editor.

**Format**




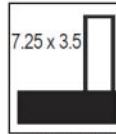

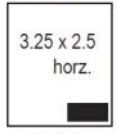
**Please forward your articles:**

- Microsoft Office Document
- Copied into Email

**Any pictures/diagrams:**

- .jpg
- .pdf

**Ad Sizes**

 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



116 N. Euclid Ste. C

Pierre SD 57501

Office 605.945.2333



**Specifications**

- Finished Size: 8.25 x 11
- Pages 24-32
- Stock: 60#
- Binding: Saddle Stitch

**Net Due 30 days. Finance Charges apply after that.**

**Rates are noncommissioned.**

**Please email ads to [communications@sd cattlemen.org](mailto:communications@sd cattlemen.org).**

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

# The South Dakota Cattlemen's Association 2017 Advertising Rates

## Digital Ads

### SDCA Weekly E-Bulletin Advertising Rates

Producer Members	Regular Rates
\$ 100 / Month	\$160 / Month
Call for Quote	\$450 / 3 Months

*Please visit the Publication Calendars for submission dates.*

### YPC Monthly E-Newsletter Advertising Rates

Producer Members	Regular Rates
\$ 50 / Month	\$60 / Month
Call for Quote	\$330 / 6 Months
Call for Quote	\$675 / 12 Months

*Please visit the Publication Calendars for submission dates.*

### Website Advertisements

Producer Members	Regular Rates
\$ 100 / Month	\$150 / Month
Call for Quote	\$850 / 6 Months
Call for Quote	\$1200 / 12 Months

*Please visit the Publication Calendars for submission dates.*

#### Sizes:

Please setup copy approx. 3 1/2" x 10" .pdf or .jpg (min 300 dpi)

Ads will be sized accordingly

Please submit your camera ready ads to:

**[communications@sd cattlemen.org](mailto:communications@sd cattlemen.org)**

(if mailing a CD send to SDCA, 116 N. Euclid, Ste. C, Pierre, SD 57501)

Contact us (605) 945-2333

Invoicing will be sent after the 1st week / month of ad publication.

Please call for QUOTE on hyperlink options.

*We reserve the right to deny ad placement in any of our publications based on its content.*

**[www.sd cattlemen.org](http://www.sd cattlemen.org)**

# The South Dakota Cattlemen's Association 2017 Publication

## Calendars

“ The South Dakota Cattleman” Magazine - 2017 Submission Deadlines

ISSUE	DEADLINE
January / February	December 9, 2016
March / April	February 10
May / June	April 10
July / August	June 9
September / October	August 10
November / December	October 10

*All deadlines are based on the 10th of the month prior, unless otherwise noted due to weekends/holidays/ or SDCA Events.*

### SDCA Weekly E-Bulletin - 2017 Submission Deadlines

Weekly E-Bulletins are emailed **TUESDAY** of each week.

Please submit Ads for E-Bulletins no later than **EOB the FRIDAY BEFORE** e-mail date.

### Young Producers' Council Monthly E-Newsletter - 2017 Submission Deadlines

Monthly E-Newsletters are emailed the first Thursday of each month.

Please submit Ads for YPC E-Newsletter no later than **EOB the MONDAY BEFORE** e-mail date.

### Website Advertisements

Ads to be placed on the SDCA website can start at any time.

Your ad will expire the same date of the next month or 6th month.

Please submit your camera ready ads to:

**communications@sd cattlemen.org**

(if mailing a CD send to SDCA, 116 N. Euclid, Ste. C, Pierre, SD 57501)

Contact us:

(605) 945-2333 / [www.sd cattlemen.org](http://www.sd cattlemen.org)

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