

Marcomm Publishing Company Inc.  
 634 Watson Avenue  
 Saint Paul, MN 55102-3910  
 651-224-1489  
 877-661-BEEF [2333] Toll Free  
 651-224-1753 FAX

Editor/Publisher  
 Jim Sample  
 jim@midwestbeefproducer.com

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 Advertising Manager  
 651-224-1489  
 steve@midwestbeefproducer.com

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 Advertising Manager  
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Bill Schermer  
 Ad Manager & Field Representative  
 641-425-2641

All rates are gross, assuming a 15% commission to recognized ad agencies. Multi-publication discounts are also available to advertisers who employ the *Midwest Beef Producer* and the *Midwest Angus News*.

No charge for bleed

**Surcharge for Covers**

**2nd Cover 250**  
**3rd Cover 275**  
**Back Cover 300**  
**Centerspread 400**

**Other specified positions are available at addition charges.**



**Midwest Beef Producer**

**Black & White**

Size	1X	4X	6X	8X
Full Page	668	635	614	601
1/2-Island	519	493	477	467
1/2-Page	438	416	403	395
1/3-Page	383	364	352	345
1/4-Page	277	263	255	250
1/6-Page	230	218	212	207
1/8-Page	173	164	159	155
1/10-Page	150	142	137	135
Seedstock	80			75
MarketPlace	80			75

**4-Color**

Size	1X	4X	6X	8X
Full Page	800	764	740	724
1/2-Island	653	620	600	588
1/2-Page	572	544	527	515
1/3-Page	517	491	476	466
1/4-Page	411	391	379	371
1/6-Page	364	346	355	328
1/8-Page	307	291	282	276
1/10-Page	299	284	275	269
Seedstock	180	171	166	162
MarketPlace	180	171	166	162

**Ring Service** by Bill Schermer @ \$600

**Bull Buyers Guide**

**4-Color or Black & White**

Size	
Full Page	958
1/2-Page*	687

\*10% extra for 1/2-Page Island

**Midwest Angus News**

**Black & White**

Size	
Full Page	295
1/2-Page	230
1/4-Page	170
Business Card	150

## Print Advertising Specifications

Full Page.....	7.25" x 10"
1/2-Page Vertical .....	3.5" x 10"
1/2-Page Horizontal .....	7.25" x 4.875"
1/2-Page Island.....	4.75" x 7.375"
1/3-Page Vertical .....	2.32" x 10"
1/3-Page Square.....	4.75" x 4.875"
1/4-Page Standard.....	3.5" x 4.875"
1/4-Page Horizontal .....	4.75" x 3.60"
1/4-Page Vertical .....	2.32" x 7.35"
1/6-Page .....	2.32" x 4.875"
1/8-Page .....	3.5" x 2.375"
1/10-Page .....	3.5" x 2"
Seedstock .....	2.32" x 2"

Publication Trim Size .....	8.5" x 11"
Column Width .....	2.32"
Single Page Bleed .....	8.75" x 11.25"
Spread Bleed .....	17.25" x 11.25"

### Accepted file type: PDF

- Embed all fonts
- Graphics should be no less than 300 dpi
- Color graphics must be in CMYK format, NOT RGB
- As proof for above, place PDF in Acrobat, select Advanced – Preflight and select for grayscale or CMYK as appropriate.
- Proofs prepared by other graphic designers and submitted to Marcomm Publishing Company as an electronic file are generally low resolution images. These are not acceptable as they do not meet the minimum specifications.

Advertising materials should be sent to:  
[steve@midwestbeefproducer.com](mailto:steve@midwestbeefproducer.com)  
[jim@midwestbeefproducer.com](mailto:jim@midwestbeefproducer.com)  
[beefproducer634@aol.com](mailto:beefproducer634@aol.com)

**Other supported formats:** .pdf, .tif, .eps, or .ai with fonts converted to outlines and images embedded. Microsoft Publisher files are not accepted.

**Images: 300 dpi CMYK/grayscale; 600-1200 dpi for line art.** Lab and RGB color profiles are not supported and will be converted to CMYK. Grayscale ads with embedded CMYK or RGB must be converted to grayscale (see Acrobat/Advanced/Preflight).

**Proofs:** A proof will be emailed to the advertiser for all ads produced by Marcomm Publishing Company. Advertiser is responsible for prompt review of proof and notification of any additions, deletions or changes. Some files that are submitted may require modifications to conform to print production requirements. Production charges may apply for display ads supplied in Microsoft Word, Excel or PowerPoint.

**Production Charges:** Minimum charge for ad production is \$50. Beyond the first hour, charges are \$35 per hour. Production charges will be applied to non-press ready advertising and/or alterations. This includes additions/deletions or changes to an existing ad or construction of a new ad. Production charges include layout & design, typesetting, photo cropping, color correction, transfer of photos, scanning photos or documents, and any proofs.

Charges for PDF files from breed association publications or other media will be added to the charges invoiced. Low resolution files are not accepted

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1-877-661-2333  
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The Midwest Beef Producer and the Midwest Angus News are 100% digitally produced. We only accept ads in a high resolution digital format. Files sent in any other format will be charged a conversion fee. All color must be in CMYK color format. No PMS colors will be accepted.

## Mechanical Requirements

Printing Method: Sheet Fed  
Binding: Saddle Stitch  
Paper: Inside pages on 60-lb uncoated paper  
Publication trim size:..... 8.5"x11"  
Type page:..... 7.25"x10"  
Column width:..... 2.32"  
Specifications for bleed:  
**Single page bleed.....8.75 x 11.25"**  
Two facing pages, bleed plates ..... 17.25"x11.25"

## Inserts

Rates: Contact publisher for quote.  
Specifications: Must be furnished ready for binding f.o.b. and printed on stock not to exceed 100-lb text basis.  
Ship to:  
W. D. Hoard & Sons Printing  
28 Milwaukee Avenue West  
Fort Atkinson, WI 53538  
920-563-5551 • FAX 920-563-7298

## Shipping Instructions

All space reservations, contracts and printing materials should be directed to: Midwest Beef Producer, ATTN: Production Manager, 634 Watson Avenue, Saint Paul, MN 55102. [steve@midwestbeefproducer.com](mailto:steve@midwestbeefproducer.com) or [timm@midwestbeefproducer.com](mailto:timm@midwestbeefproducer.com)

MarketPlace advertising size is limited to 1 column wide by 2 inches in size. It will appear in a special section of the *Midwest Beef Producer*. No editorial copy will be adjacent to or surround this advertising. Publisher will assist in creation, development, and layout of ad provided all copy for inclusion is forwarded prior to materials closing date. Publisher will send ad proof, if requested. However, if materials arrive after closing date, publisher reserves the right to add reasonable production charges to the cost of the advertisement, and no ad proof will be sent. Reading Notices are not accepted. No political ads accepted.

## Issue Emphasis

February	Animal Health & Vaccines
March	Reproduction
April-May	Hay & Forage
June-July	Lesser Known Breeds
Annual Directory	Showcase - livestock/equipment
August-September	Backgrounding, Calf Health
October	4-H and other shows
November	Internal & External Parasites
December-January	New Product Wish Book
Annual Directory	Bull Buyers Guide

Advertising orders deadline is the 5<sup>th</sup> of the month preceding the month of issue. Advertising materials deadline is the 10<sup>th</sup> of the month preceding the date of issue. Extensions beyond these dates must be agreed to by the publisher.

All editorial copy must be received no later than the 5<sup>th</sup> of the month preceding the month of issue. Unsolicited manuscripts and photos are welcome and will be considered. Material must be accompanied by a self addressed, stamped envelope. Publisher assumes no responsibility for unsolicited materials.

## General Regulations

Advertiser and advertising agency are jointly and severally liable for payment. Contracts, insertion orders, purchase orders, etc. containing sequential liability clauses will not be accepted.

Payment is due upon receipt of invoice. Credit card to accompany Insertion Order (required of first-time advertisers). VISA & MasterCard accepted. Advertiser to be billed when publication is printed and distributed. Payment due within 23 days. If payment is not received by the 31<sup>st</sup> day, Marcomm Publishing Company will process credit card as payment. No cash discounts are allowed for prepayment unless authorized by publisher. Any invoice that is paid after 31 days will be subject to a 1.5% per month finance charge on the outstanding balance. After 60 days, invoices with outstanding balances will be assessed late charges of \$20 per month. Outstanding balances over 90 days will be submitted to Collections. If adjudicated, attorney's fees, all expenses, court costs and other reimbursable charges are applicable. Any copy changes on proofs, other than printer's typographical errors, shall be charged production costs. Additional terms and conditions specified on the rate card become part of this contract. Publisher is not responsible for damages resulting from typographical errors. Notice of any such error must be made within 48 hours of receipt of publication, or within seven (7) days after placing publication in U.S. Postal System.

Contract period for all advertising is 12 consecutive months. Insertions are based on full and fractional pages. Multiple, full or fractional pages qualify for frequency discounts. An advertiser who initially contracts for multiple insertions using a frequency discount will be invoiced at that discount. An advertiser who does not complete a contractually discounted schedule will be short-rated (re-billed) at the frequency discount that is closest to the total number of insertions printed.

Agency Commission: Standard 15 percent commission is paid to all recognized advertising agencies providing payment is made within 60 days from date of invoice. Applies only to advertising charges, including display advertising and color charges as well as position charges. No commission is paid for mechanical charges or reprints. All advertiser's materials must be provided in Portable Document Format (pdf) for agency commission.

## Rate Protection

Contracts for multiple insertions will be honored at the existing rate card rate until completed. Contract periods cannot exceed 12 months, and a minimum of 3 insertions is necessary for rate protection. Contracts amended to include more insertions will be negotiated at new rates.

## Publisher's Indemnities

Publisher reserves the right to mark "advertisement" on copy that readers might confuse with editorial content. No rebates shall be made for errors or for omissions or errors in Advertiser's Index. Advertisers and advertising agencies assume liability for all content (including text, representation and illustrations) of advertisements printed and also assume responsibility for any claims arising therefrom made against the publisher. Publisher reserves the right to reject any advertising which is not in keeping with the publication's standards.

Publisher is not liable for delays in delivery and/or nondelivery in the event of Acts of God, action by any governmental or quasi-governmental entity, fire, flood, insurrection, riot, explosion, embargo, strikes whether legal or illegal, labor or material shortage, transportation, interruption of any kind, work slow-down, or any condition beyond the control of the publisher affecting production or delivery in any manner.

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