



Longhorn DROVER

ADVERTISING RATE CARD • 2008-A • EFFECTIVE JANUARY 1, 2008

Color Advertising Rates

SIZE	1-TIME	3-TIME	6-TIME
Back or Inside Front Cover	\$1,175	\$1,125	\$1,075
Inside Back Cover	1,125	1,075	1,025
Page 1	1,075	1,025	975
Page 3	900	850	800
Full Page	780	755	720
¾ Page	575	545	510
½ Page	500	460	430
¼ Page	440	410	370
⅓ Page	385	350	310
⅙ Page	310	295	280

Black & White Advertising Rates

SIZE	1-TIME	3-TIME	6-TIME
Full Page	450	425	390
¾ Page	365	335	300
½ Page	290	250	220
¼ Page	230	200	160
⅓ Page	175	140	100
⅙ Page	100	85	70
ITLA Breeders Guide	75	65	55
ITLA Sales Pen	50	45	40

Rates apply to custom advertisements. **Camera-Ready ads receive a 15 percent discount.** The number of color pages per issue may be limited and are sold on a first-come, first-served basis.

ITLA Breeders Guide

Special advertising section. Lists breeders by state. Each ad is ½-page in size and features a color photo, followed by up to 40 words of ad copy.

ITLA Sales Pen

Special advertising section. Features business card ads. Send in your business card, or let *Longhorn Drover* build one for you.

Classified Advertising Rates

Special advertising section. Single rate only: 50¢ per word per issue. \$10 minimum. No frequency discounts.

Advertisement Reprints and Show Flyer Rates

\$100 for 500 reprints of your full-page color or black/white advertisement.

Advertising Calendar

ISSUE	DEADLINE
December/January	November 1
February/March	January 1
April/May	March 1
June/July	May 1
August/September	July 1
October/November	September 1

For more information, or to place an advertisement with *Longhorn Drover*, call (817) 690-7706, or send an email to patti@itla.com.

Please send advertising materials to:

Longhorn Drover, Attn: Patti Campbell, P.O. Box 2610, Glen Rose, TX 76043.



Longhorn Drover is the official publication of International Texas Longhorn Association. Providing news and information for Texas Longhorn owners, breeders and enthusiasts, each issue of *Longhorn Drover* features:

- Texas Longhorn show and sale results
- The ITLA Affiliate Directory
- The ITLA Calendar of Events
- Monthly columns written by industry experts and staff
- Informative and entertaining articles

Upcoming editorial themes include:

- December/January: Annual Convention Issue
- February/March: Herd Sire Issue
- April/May: Longhorn Heritage and Commerce
- June/July: Great Longhorn Cows
- August/September: Youth Issue
- October/November: Breeder's Guide

For editorial inquiries or submission information, please contact Patti Campbell at (817) 690-7706, or send an email to patti@itla.com.

Production Specifications

Digital specifications for the *Longhorn Drover* are as follows. Please adhere to these specifications to avoid additional work, charges and possible delays with your camera-ready advertisement.

- Platform—Macintosh.
- Acceptable file formats—QuarkXpress 4.0, TIFF, PDF, Photoshop or EPS. Include all embedded fonts and graphics. For color ads, include a high-resolution digital proof. Color accuracy is not guaranteed for ads built by outside agents. For black and white ads, high-resolution monochrome prints are acceptable. Print proofs at 100 percent with crop marks. Files must be submitted on CD-ROM or Zip disk.
- Film ads are not accepted.
- Physical trim size— $8\frac{1}{8}" \times 10\frac{7}{8}"$. Full page live area is $7\frac{1}{8}" \times 9\frac{7}{8}"$. Bleeds must extend at least one-eighth inch from the physical page edge.
- Digital images—Must be composite CMYK at 300 dpi resolution. Line screen is 150. Images may be accepted via e-mail.
- Photographs and artwork—Photographs must be in the form of professionally printed high-gloss photos. Transparencies are also acceptable. Due to their poor reproduction quality, Polaroids™, color copies, photos printed on desktop printers and matte finish photographs are NOT acceptable. Advertisers are responsible for obtaining reproduction rights to images utilized in advertisements. Artwork or forms should be submitted as a slick or clean sketch. A copyright release may be required.
- Submitted copy—Copy may be submitted typewritten via CD-ROM or e-mail.
- Advertisement proofs—Advertisers will have at least 24 hours to approve their ad. *Longhorn Drover* will make every attempt to ensure that advertisements are produced to the customer's satisfaction.

Photograph Manipulation

Advertisements for breeding cattle or cattle for sale should not be altered to affect conformation or color. ITLA and *Longhorn Drover* do not condone the alteration of photographs.

Content Accuracy

Advertisements containing pedigrees, awards, points and other recorded information should conform to records kept by ITLA. To ensure your advertising content is accurate, call (817) 244-8855.

Material Return

Advertising materials and photographs will be returned upon request. Photographs are returned after the issue in which they appear has mailed. All digital files will be stored for two years.

Conditions

Longhorn Drover reserves the right to decline any advertisement that the magazine or ITLA determines to be inappropriate.

Cancellations

Cancellations are not accepted after the advertising deadline.

Liability

Longhorn Drover is not liable for lost or damaged advertising materials, inaccurate advertising content, or copyright infringement due to photographs and/or art reproduced in customer advertising.

Payment

Payment must be made to ITLA in the form of check, money order or credit card. ITLA accepts VISA, MasterCard and Discover. First-time advertisers must pay in full in advance. Payment is due within 30 days of the invoice date.

Frequency Discounts

To qualify for a frequency discount, an advertiser must place three or more advertisements during the period of six consecutive issues. An advertising contract is required.

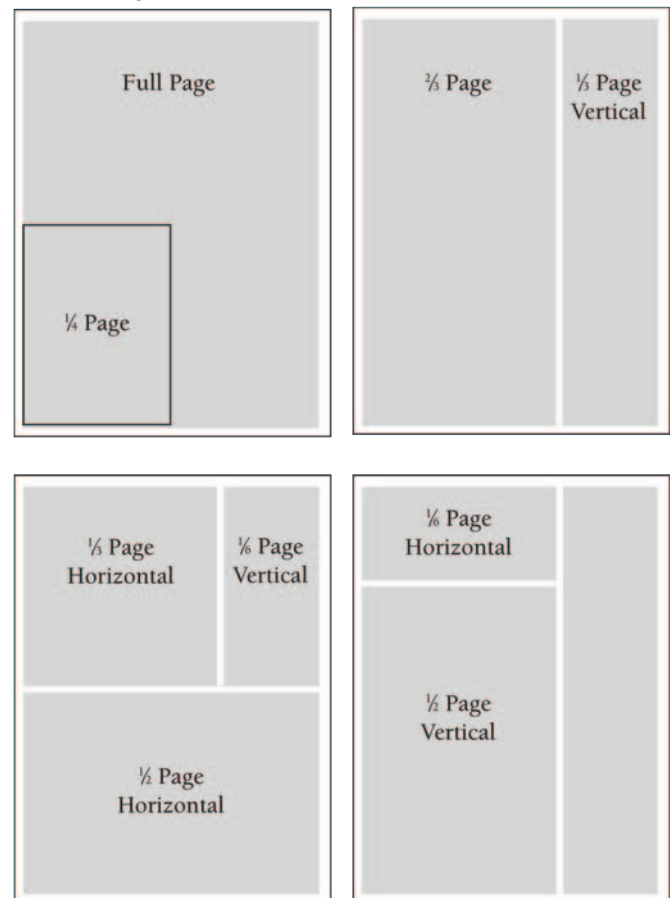
Camera-Ready Discounts

To qualify for the camera-ready rate, an advertiser must submit their advertisement in its completed digital format. Camera-ready advertisements must meet *Longhorn Drover* production specifications.

Scanning and Conversion Fees

Additional color scans are \$20 each; additional black and white scans are \$10 each. Ads submitted as Microsoft Word files are NOT camera-ready and will be converted to print specifications for a \$25 fee.

Material Specifications



Full Page

Bleed Size	8 $\frac{5}{8}" \times 11 \frac{3}{8}"$
Trim Size	8 $\frac{1}{8}" \times 10 \frac{7}{8}"$
Live Image Area	7 $\frac{1}{8}" \times 9 \frac{7}{8}"$
1/2 Page Vertical	4 $\frac{5}{8}" \times 9 \frac{7}{8}"$
1/2 Page	
Horizontal	7 $\frac{1}{4}" \times 4 \frac{7}{8}"$
Vertical	4 $\frac{5}{8}" \times 7 \frac{3}{8}"$
1/3 Page	
Horizontal	4 $\frac{5}{8}" \times 4 \frac{7}{8}"$
Vertical	2 $\frac{1}{4}" \times 9 \frac{7}{8}"$
1/4 Page	3 $\frac{1}{2}" \times 4 \frac{7}{8}"$
1/5 Page	
Horizontal	4 $\frac{5}{8}" \times 2 \frac{3}{8}"$
Vertical	2 $\frac{1}{4}" \times 4 \frac{7}{8}"$