



# The Michigan Cattleman

## ADVERTISING KIT

### THE OFFICIAL PUBLICATION OF THE MICHIGAN CATTLEMEN'S ASSOCIATION

2145 University Park Drive, Suite 300 • Okemos, MI 48864  
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 Phone: 517.347.8117 • Fax: 517.347.0919

#### GENERAL INFORMATION

*The Michigan Cattleman* is the official publication of the Michigan Cattlemen's Association (MCA). MCA is nonprofit organization of beef producers that strives to promote understanding and cooperation in the Michigan cattle industry for the common interests of producers, marketing agencies and consumers. MCA is an affiliate of the National Cattlemen's Association and has been serving Michigan beef producers since 1960.

Circulation of the quarterly magazine is approximately 3,000. The magazine serves as a communication tool for all facets of Michigan's cattle industry including cow/calf and seed stock producers, cattle feeders, stockers, agribusinesses, MSU-Extension, state breed associations, NCBA, and the Michigan Cattlemen's Association.

All editorial and advertising is subject to publisher approval and space availability. MCA reserves the right to refuse any ad that they consider inappropriate and does not hold to the standards and principals of the Association.

Companies of a national scope are asked to work through our national advertising agency: Livestock Advertising Network; Atten. Carey Brown, 176 Pasadena Drive, Lexington, KY 40503 Phone 859.278.0899.

#### CLOSING DATES

Closing is the first of the month prior to publication. *The Michigan Cattleman* is mailed the first week of the publication month.

ISSUE	IN MAIL	DEADLINE
Spring	March	February 1
Summer	May	April 1
Fall	September	August 1
Winter	December	November 1

#### EDITORIAL CALENDAR & SUBMISSIONS

*The Michigan Cattleman* accepts unsolicited manuscripts but reserves the right to edit due to space limitations. Opinions expressed by guest writers do not necessarily reflect the views of MCA. Each issue focuses on an aspect of the industry. Topics are as follows:

ISSUE	THEME
Spring	Michigan Beef Expo
Summer	Summer Round-Up
Fall	Fall Sales / Feeder
Winter	Membership

It is important that editorial submissions is as clear and legible as possible. Typewritten copy is preferred and may be sent via email to [info@micattlemen.org](mailto:info@micattlemen.org) or mailed on CD to MCA, 2145 University Park Drive, Suite 300, Okemos, MI 48864.

#### PAYMENT

Invoices are prepared following the publication of the magazine. Payment is due within 30 days from the date of the invoice. Late payments are subject to a 1.5% monthly finance charge.

#### AFFILIATED BREED ASSOCIATION DISCOUNT

Breed associations may purchase advertising space for \$650/full page and \$420/half page contract. A one year, full-page contract earns the organization four additional pages of free space per contract year. A half-page contract earns the organization four additional free half-pages, per contract year. Free pages cannot be held over from one contract to the next. One check from the organization must accompany a completed contract and material to be advertised. Ad copy can be changed at any time during the contract period. Call MCA at 517.347.8117 to set up your breed association contract.

**PRODUCTION SPECS**

The Michigan Cattleman is offset printed on 80# gloss enamel stock, four-color process using 175-line screen. PMS colors not accepted and will be converted to four-color process. Color ads must be sent in process color: cyan, magenta, yellow and black (CMYK). Trim size is 8.5"x11". Bleeds may be included on full page ads and must extend at least 1/8 of an inch beyond trim size on all four sides. Live copy should be kept at least 1/2" from trim edge. Magazine is saddle-stitched.

**PREFERRED FILE FORMATS**

- PDF files with fonts embedded and raster images at 300 dpi
- Adobe Illustrator EPS with fonts converted to outlines and raster images at 300 dpi, include linked images
- Adobe PhotoShop TIFF, JPEG or EPS (300 dpi)
- Adobe InDesign with all fonts and linked images included

**DIGITAL REQUIREMENTS**

We can accept files via CD, DVD, Dropbox or Email. All linked graphics and fonts must be collected for output and included with submission.

**TYPESETTING AND DESIGN SERVICES**

MCA provides basic typesetting services to original ads free of charge. Free basic typesetting services include:

- typing customer-provided text
- arranging a logo and text inside the ad space

Professional graphic design services can be purchased for an additional \$50/hour. Purchased design services include the above as well as:

- placing photos inside the ad space
- selecting color to enhance the appearance of the ad
- choosing a visually pleasing, professional font
- PDF proofing of the ad

Those wishing to utilize typesetting/design services should submit their materials 2 weeks prior to the closing date.

**COPY**

It is important that advertising copy is as clear and legible as possible. Typed copy is preferred and may be sent via Dropbox or email or on CD or DVD.

**ARTWORK/LOGOS**

Photos or logos to be included in the ad must be submitted at 300 dpi or higher. Image file formats accepted are TIFF, JPEG, PDF, BMP, EPS, AI, PSD, or PNG. Photos can be scanned if needed. Please send original photo for scanning and it will be returned.

**SPECIAL POSITIONS**

Requested positions are not guaranteed unless stated as a paid position. Check rate schedule for inside front, inside back and back cover. Back cover must be full color. Availability is subject to publisher approval.

**INSERTS/SUPPLEMENT**

Available on request, first-come, first-serve. Rates and size specifications upon request. Please provide a sample to receive an exact quote for insertion orders. Supply 3,100 copies to be inserted.

**MCA PRODUCER MEMBER AD RATES**

FULL COLOR	1x	4x
Back Cover	\$865	\$779
Inside Covers	\$590	\$531
Full Page	\$500	\$450
1/2 Page	\$325	\$293
1/4 Page	\$210	\$189
Business Card	\$125	\$113

**COMMERCIAL/NON-MEMBER AD RATES**

FULL COLOR	1x	4x
Back Cover	\$925	\$833
Inside Covers	\$650	\$585
Full Page	\$560	\$504
1/2 Page	\$375	\$338
1/4 Page	\$235	\$212
Business Card	\$170	\$153

**FREQUENCY DISCOUNT**

Advertisers that purchase space in all four issues will receive a discount of 10% per insertion. Ad copy can be changed at any time during the contract period and ads do not have to be placed in consecutive issues.

**AD DIMENSIONS**

	WIDTH	HEIGHT
Full Page	7.5"	10"
1/2 Page Horizontal	7.5"	4.875"
1/2 Page Vertical	3.625"	10"
1/2 Page Island	7.5"	4.9167"
1/4 Page Horizontal	7.5"	2.3125"
1/4 Page Vertical	3.625"	4.875"
Business Card	3.625"	2.3125"

