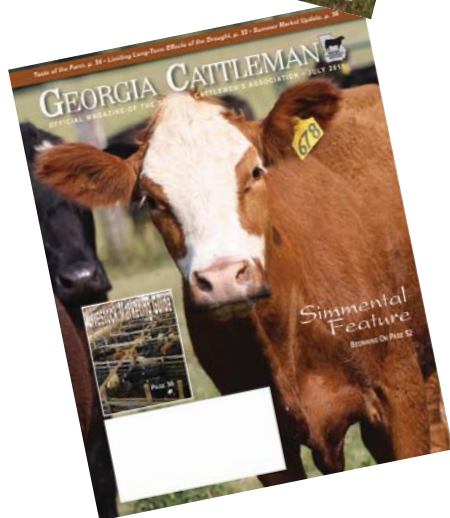


# 2012 Georgia Cattleman Rate Sheet



## The Power of Partnership

By partnering with Georgia Cattlemen's Association and advertising in the *Georgia Cattleman*, you will be targeting producers who are looking for your cattle, products and services.



See other side for advertising rates and discounts for members.

## ADVERTISING DEADLINES

### JANUARY

#### BRAUNVIEH FEATURE

Advertising space commitment due: Dec. 1

Material for ad (to be built) due: Dec. 1 / Camera-ready ad due: Dec. 12

### FEBRUARY

#### LIMOUSIN FEATURE / TIFTON BULL TEST SPOTLIGHT

Advertising space commitment due: Jan. 1

Material for ad (to be built) due: Jan. 1 / Camera-ready ad due: Jan. 13

### MARCH

#### HEREFORD FEATURE / CLUB CALF SPOTLIGHT / GCA CONVENTION & EXPO SPOTLIGHT

Advertising space commitment due: Feb. 1

Material for ad (to be built) due: Feb. 1 / Camera-ready ad due: Feb. 10

### APRIL

#### HAY AND FORAGE FEATURE

Advertising space commitment due: March 1

Material for ad (to be built) due: March 1 / Camera-ready ad due: March 12

### MAY

#### AMERICAN BREEDS FEATURE, CHIANINA & CHI INFLUENCE / JUNIOR SPOTLIGHT / NEW PRESIDENT SPOTLIGHT

Advertising space commitment due: April 1

Material for ad (to be built) due: April 1 / Camera-ready ad due: April 13

### JUNE

#### GEORGIA BEEF MONTH, GRILLING AND RETAIL BEEF SALES

Advertising space commitment due: May 1

Material for ad (to be built) due: May 1 / Camera-ready ad due: May 14

### JULY

#### LIVESTOCK MARKETING ISSUE / COMMERCIAL CATTLE SPOTLIGHT/SIMMENTAL

Advertising space commitment due: June 1

Material for ad (to be built) due: June 1 / Camera-ready ad due: June 11

### AUGUST

#### ANGUS FEATURE

Advertising space commitment due: July 1

Material for ad (to be built) due: July 1 / Camera-ready ad due: July 13

### SEPTEMBER

#### BRANGUS FEATURE, SALES/SALE CALENDAR

Advertising space commitment due: Aug. 1

Material for ad (to be built) due: Aug. 1 / Camera-ready ad due: Aug. 13

### OCTOBER

#### BULL POWER GROUP SPOTLIGHT

Advertising space commitment due: Sept. 1

Material for ad (to be built) due: Sept. 1 / Camera-ready ad due: Sept. 14

### NOVEMBER

#### CHAROLAIS FEATURE

Advertising space commitment due: Oct. 1

Material for ad (to be built) due: Oct. 1 / Camera-ready ad due: Oct. 12

### DECEMBER

#### RED ANGUS FEATURE / GELBVIEH FEATURE / CALHOUN BULL TEST SPOTLIGHT

Advertising space commitment due: Nov. 1

Material for ad (to be built) due: Nov. 1 / Camera-ready ad due: Nov. 9

# 2012 GEORGIA CATTLEMAN MAGAZINE ADVERTISING POLICIES

Georgia Cattleman, official magazine of the Georgia Cattlemen's Association  
 P.O. Box 27990, Macon, GA 31221 • phone: 478-474-6560 • fax: 478-474-5732  
 E-mail: Katlin Mulvaney - [magazine@gabeef.org](mailto:magazine@gabeef.org) or Josh White - [josh@gabeef.org](mailto:josh@gabeef.org)  
 website: [www.gabeef.org/gca](http://www.gabeef.org/gca)

**Circulation: Approximately 5,000**

● **NATIONAL ACCOUNT CONTACT:** The Powell Group • 334-271-6100

	LOCAL ADVERTISING RATES		MEMBER DISCOUNTED PRICE*	
1 page	\$465 B/W	\$740 color	\$418.00 B/W	\$693 color
2/3 page	\$350 B/W	\$625 color	\$315.00 B/W	\$590 color
1/2 page	\$290 B/W	\$565 color	\$261.00 B/W	\$536 color
1/3 page	\$235 B/W	\$510 color	\$211.00 B/W	\$486 color
1/4 page	\$210 B/W	\$485 color	\$189.00 B/W	\$464 color
1/6 page	\$135 B/W	\$410 color	\$121.00 B/W	\$396 color
1 inch	\$ 30 B/W		\$25.00 or \$20/ month if paid with credit card	

\*10% discount on base prices for GCA members

One additional color, add \$100

\*\*A 10% late fee may be charged if the ad materials are received after the 5th of the month

NOTE: Ring service is no longer available per GCA Executive Committee

● **Advertising contracts of 6 times & 12 times per year**

5% discount for 6 times contracts and 10% for 12 times.

● **NEW: Elite inside cover color pages offered for \$850 / Call for availability**

## ADVERTISEMENT SIZES (Width x Height)

1 page	7-1/4" x 9-5/8"	1/4-page-V only	3-1/2" x 4-3/4"
2/3 page	4-3/4" x 9-5/8"	1/6-page-V only	2-1/3" x 4-3/4"
1/2 page-V	4-3/4" x 7-1/8"	1in "business card"	2-1/3" x 1-1/8"
1/2-page-H	7-1/4" x 4-3/4"		
1/3-page-V	2-5/16" x 9-5/8"		
1/3-page-Block	4-3/4" x 4-3/4"		

Trim size is 8-3/8" x 10-7/8"

Bleed is 1/8"

## ● OTHER ADVERTISING OPPORTUNITIES

Online Banner Ads - See "Banner Ads" link at [www.gabeef.org/gca/bannerads.html](http://www.gabeef.org/gca/bannerads.html) for more information.

Back covers are auctioned at convention with highest bidder receiving first pick.

## TERMS

All advertising accounts are due and payable as invoiced. Invoices will be sent after each issue is published. Interest will be charged at a rate of 1.5% per month (18% per annum) on all accounts over 30 days past due. Any advertiser with an account that has not been paid as of 90 days from the date invoiced will have their right to advertise in the Georgia Cattleman suspended until said delinquent account is paid in full.

**Note:** Prices, terms, and conditions are subject to change.

