

Cattleman's Corner Advertising Rate Card

Rates effective
as of July 1, 2011

CATTLEMAN'S CORNER | RATE CARD

Cattleman's Corner beefs up every issue of Grainews.

Each issue of Grainews includes an informed section devoted to the business of raising beef. Cattleman's Corner is written for cow/calf producers and reaches the mainstream of the beef business.

Ad Sizes

	B&W	Full Color
Double Page Spread	\$9,179.10	\$11,959.10
Full Page	\$4,589.55	\$5,979.55
Junior Double Page Spread	\$4,737.60	\$7,517.60
Junior Page	\$2,368.80	\$3,758.80
1/2 Page Double Page Spread	\$4,568.40	\$7,348.40
1/2 Page	\$2,284.20	\$3,674.20
1/4 Page	\$1,180.17	\$2,570.17
1/8 Page	\$592.20	\$1,982.20

\$4.23 per agate line Black & 1 Color \$415.00 Black & 3 Color \$1,390.00

PLUS! Bleeds available on the following ads sizes at **no additional charge:**

Double page spread, full page, half page, half page spread and banner ads.

Commonly requested sizes:

NON-BLEED

Double page spread21.6" X 15.5"
10 columns x 217 agate lines
Full page10.25" x 15.5"
5 columns x 217 agate lines
Junior page spread17.4" x 10"
8 columns x 140 agate lines
Junior page8.125" x 10"
4 columns x 140 agate lines
Double half-page spread . . .21.6" x 7.75"
10 columns x 108 agate lines
Half page10.25" x 7.75"
5 columns x 108 agate lines
Quarter page6" x 6.625"
3 columns x 93 agate lines
Eighth page4" x 5"
2 columns x 70 agate lines

Commonly requested sizes:

BLEED

Double page spread22.5" x 17"
Full page11.5" x 17"
Double half-page spread . . .22.5" x 8.25"
Half page11.5" x 8.25"
Quarter page banner sprd . . .22.5" x 3.5"
Quarter page banner11.5" x 3.5"

Mechanicals

Column width: 1.9"
Page depth: 217 agate lines
No. of columns: 5
Halftone line screen: 85
Dot gain: 30%
Printing: Heat-set web offset
Bleeds: Not available

Electronic Material:

Electronic files should arrive in press-ready Acrobat PDF format (5.0 compatible). When saving a file in PDF format, please embed ALL fonts and limit photo resolution to 170 dpi. Colour ads must have CMYK colour applied to all elements, RGB images are not acceptable. Files can be sent electronically by e-mail to ads@fbcpublishing.com or by ftp to <http://vip.fbcpublishing.com> User: VIP Password: fbcpass

PLEASE NOTE:

We DO NOT ACCEPT ads in Microsoft Word or Publisher format. All files will be reviewed to ensure they meet FBC pre-press standards. Clients will be contacted regarding any modifications required.

Colour Guidance:

An accurate colour proof must accompany all advertising materials. In the absence of a colour proof, publisher will not be held responsible for unsatisfactory colour reproduction.

Ink Density:

Adjust ink limit in photos and rich blacks so that total coverage does not exceed 240%.

Fine line work and lettering:

Fine serifs, small lettering, and thin line work should be restricted to one colour and preferably not smaller than 7 point. The use of small letter (under 7 points) and fine serifs should be avoided.

Contact Information

National Advertising Consultant:
Deborah Wilson
Phone: (403) 325-1695
deb.wilson@fbcpublishing.com

Send Materials To:

Ad Services Co-ordinator – ads@fbcpublishing.com
Cattleman's Corner, 1666 Dublin Avenue,
Winnipeg, MB R3H 0H1
Phone: (204) 944-5765 **Fax:** (204) 944-5562
FTP: <http://vip.fbcpublishing.com>
User: VIP Password: fbcpass

Cattleman's Corner Terms & Conditions

New Accounts:

Transient and new accounts, cash with order.

Contracts & Schedules:

Contracts are based on volume committed in advance for a 12-month period.

Advertising not scheduled and contracted for will be immediately subject to any rate change. Contracted advertising will be rate protected for 3 months. The publisher is not bound by any conditions, printed or otherwise, appearing on contracts or copy instructions when such conflict with the provisions of this rate card.

Contracts for advertising at other than published rates will not be accepted. The publisher reserves the right to hold any advertiser and its advertising agency jointly and severally liable for such monies as are due and payable to the publisher.

Commission:

15% will be paid to recognized agencies on the gross charges for space, colour, and position, when ad copy is forwarded via FTP, e-mail or provided on removable media. Account payable in Canadian funds.

Advertising Content:

All copy subject to the approval of the publisher, who reserves the right to reject, discontinue, or omit any advertisement or cancel any advertising contract without penalty to either party.

Publisher reserves the right reserved to place the word "Advertisement" centered in 8pt Helvetica over any paid announcement.

Dollar Volume Discount:

FBC offers the following dollar volume discounts. These apply to gross advertising dollars spent within a 12-month period in any Farm Business Communications print publication with the exception of Seed Manitoba, Yield Manitoba, Yield Alberta, Le Bulletin, Wheel & Deal, Ag Dealer, Agricole Ideal and Horses All.

Gross Dollars Spent	Discount
20,001 - 50,000	2%
50,001 - 150,000	3.5%
150,001 - 250,000	5%
250,001 - 300,000	7.5%
300,001 - 400,000	9%
400,001 +	10.5%

Split Copy:

Regional advertisers may make copy substitutions in any combination of regions or provincial editions. Additional cost for each substitution is \$1000. Minimum quantity for splits is 1000 pieces.

Special Positions:

Guaranteed and preferred positions when available and requested, add 25% exclusive of colour and mechanical charges. Not held from year to year without specific written booking insertions from advertisers.

Cancellations:

No cancellations accepted after closing date. Cancellation of advertisements that have been set will be subject to production charge.

Liability:

Advertiser and advertising agency assume liability for content (including text, representations, and illustrations in advertisements printed) and also assume responsibility for any claims arising therefrom made against the publisher.

Colour Reproduction:

Publisher will not be responsible for unsatisfactory reproduction of colour advertisements unless accurate colour proofs are supplied.

Make-good insertion will not be granted on minor errors which do not affect the value of the whole advertisement. Publisher's liability will not exceed the cost of the area of the space occupied by the error, whether the error is due to the negligence of its servants or otherwise. There shall be no liability for non-insertion beyond the amount paid for such advertisement. No allowance for errors in key numbers.

Exclusivity:

We do not offer exclusivity for front page banners, ear lugs, banner wraps, outside back pages, etc.

Supplied Inserts / Post-it Notes:

Rate, issue availability, production requirements, closing dates, and other detailed information available on request. Geographic breakouts are available for preprinted inserts. Inserts may run by province, FSA, census divisions, or census sub-divisions. Rates for special space units (gate-folds, etc.) are available on request. Sponsorship of single issues are available by arrangement with publisher.

Polybagging:

Publication can be polybagged to include advertiser's material. Specifications and rates provided on request.

Special Services:

When publisher must provide artwork, advertiser will be billed at cost.

Publication Schedule 2011

July/August Beef Marketing Strategies
Space and Material: July 8

September 12 Weaning/Marketing
Space and Material: August 26

October 3 Winter Feeding Strategies
Space and Material: September 16

October 17 Winter Feeding Strategies
Space and Material: September 30

November 7 Backgrounding Options
Space and Material: October 21

December 5 Winter Feeding Strategies
Space and Material: November 18

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January 9 Calving
Space and Material: December 15

January 23 Calving
Space and Material: January 5

February 6 Herd Management
Space and Material: January 19

February 13 Housing & Handling
Space and Material: January 26

February 27 Handling Equipment
Space and Material: February 9

March 5 Fencing/Producer Innovations
Space and Material: February 16

March 12 Bull Buying
Space and Material: February 23

March 19 Breeding Strategies
Space and Material: March 1

April 2 Forage & Pasture Management
Space and Material: March 15

April 16 Herd Health on Pasture
Space and Material: March 29

May 7 Fall/Winter Grazing
Space and Material: April 19

June 4 Forage & Pasture Management
Space and Material: May 17

July/August Beef Marketing Strategies
Space and Material: July 12

September 10 Weaning/Marketing
Space and Material: August 22

October 8 Winter Feeding Strategies
Space and Material: September 13

October 22 Winter Feeding Strategies
Space and Material: October 4

November 12 Backgrounding Options
Space and Material: October 25

December 3 Winter Feeding Strategies
Space and Material: November 15

Contact Information

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