

# Cattleman's Corner Advertising Rate Card

Rates effective as of July 1, 2009

## 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	B&W	B&W
Double Page Spread	\$8,658.30	\$9,488.30	\$11,438.30
Full Page	\$4,329.15	\$4,744.15	\$5,719.15
Junior Double Page Spread	\$4,468.80	\$5,298.80	\$7,248.80
Junior Page	\$2,234.40	\$2,649.40	\$3,624.40
1/2 Page Double Page Spread	\$4,309.20	\$5,139.20	\$7,089.20
1/2 Page	\$2,154.60	\$2,569.60	\$3,544.60
1/4 Page	\$1,113.20	\$1,528.20	\$2,503.20
1/8 Page	\$558.60	\$973.60	\$1,948.60
Earlug			
Front Banner			

\$3.99 per agate line Black & 1 Color \$415.00 Black & 3 Color \$1,390.00

**NEW!** Bleeds now 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:

- Double page spread . . . . .21.6" X 15.5"  
10 columns x 217 agate lines
- Full page . . . . .10.25" x 15.5"  
5 columns x 217 agate lines
- Junior page spread . . . . . 17.4" x 10"  
8 columns x 140 agate lines
- Junior page . . . . . 8.125" x 10"  
4 columns x 140 agate lines
- Double half-page spread . .21.6" x 7.75"  
10 columns x 108 agate lines
- Half page. . . . .10.25" x 7.75"  
5 columns x 108 agate lines
- Quarter page . . . . . 6" x 6.625"  
3 columns x 93 agate lines
- Eighth page . . . . .4" x 5"  
2 columns x 70 agate lines

### Commonly requested sizes:

#### BLEED

- Double page spread . . . . . 22.5" x 17"
- Full page . . . . .11.5" x 17"
- Double half-page spread . . 22.5" x 8.25"
- Half page. . . . . 11.5" x 8.25"
- Quarter page banner sprd . . 22.5" x 3.5"
- Quarter page banner . . . . .11.5" x 3.5"

## Mechanicals

- Trim size: 11" x 16.5"
- Live area: 10.25" x 15.5"
- 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

All supplied art must be in PDF format, with all elements converted to CMYK and a minimum resolution of 170 dpi.

#### Proofs:

All proofs must be made from final electronic art. In the absence of an accurate color proof supplied with advertising materials, the publisher will not be responsible for unsatisfactory color reproduction.

#### Fine line work and lettering:

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

#### Ink Density:

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

#### NOTE:

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

## Contact Information

National Advertising Consultant:  
**Deborah Wilson**  
Phone: (403) 325-1695 Fax: (403) 572-3029  
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, color, 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.

Right reserved to place the word "Advertisement" over any paid announcement.

## Dollar Volume Discount:

FBC offers the following dollar volume discounts. These apply to gross advertising dollars spent within the prior 12-month calendar year in Farm Business Communications print publications with the exception of Seed Manitoba, Yield Manitoba 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 limited combinations of regions or provincial editions with prior approval from publisher.

Additional cost for each substitution is \$1,000 per change. Minimum quantity for splits is 1,000 pieces.

## Special Positions:

Guaranteed and preferred positions when available and requested, add 25% exclusive of color 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.

## Color Reproduction:

Publisher will not be responsible for unsatisfactory reproduction of color advertisements unless accurate color 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 that 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, earlugs, banner wraps, outside back pages, etc.

## Supplied inserts:

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

## Polybagging:

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

## Special Services:

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

## 2009/2010 Publication Schedule

### 2009

#### July/August

Range, Pasture and Beef Management  
Space: July 2 Material: July 9

**September 8** Cattle Care: Animal Health  
Space: August 13 Material: August 20

**October 5** Feeding  
Space: September 3 Material: September 10

**October 19** Breeding Management  
Space: September 17 Material: September 24

**November 9** Breeding Management  
Space: October 8 Material: October 15

**December 7** Year End Review & Forecast  
Space: November 5 Material: November 12

### 2010

**January 11** Calving  
Space and Material: January 4

**January 25** Calving  
Space and Material: January 15

**February 8** Herd Management  
Space and Material: January 29

**February 15** Housing and Handling  
Space and Material: February 5

**February 22** Handling Equipment  
Space and Material: February 12

**March 1** New Livestock Production Technologies  
Space and Material: February 19

**March 8** Bulls and Breeding  
Space and Material: February 26

**March 22** Bulls and Breeding  
Space and Material: March 12

**April 5** Forage and Feedlot  
Space and Material: March 19

**April 19** Forage and Feedlot  
Space and Material: April 9

**May 3** Forage Production  
Space and Material: April 23

**June 7** Range and Pasture  
Space and Material: May 28

#### July/August

Range, Pasture and Beef Marketing  
Space and Material: July 9

**September 6** Cattle Care: Animal Health  
Space and Material: August 27

**October 4** Feeding  
Space and Material: September 24

**October 18** Breeding Management  
Space and Material: October 8

**November 8** Breeding Management  
Space and Material: October 29

**December 6** Year End Review & Forecast  
Space and Material: November 26

## Contact Information

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**Deborah Wilson**

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