

► Black and White Advertising Space

Black & White Co-op ad space may be available. Co-op ads allow approximately a half page of black & white ad space per month for one member of the co-op and have all member's contact information monthly. Color Upgrades are subject to availability at an additional cost of \$200 and must be reserved prior to start of graphics. For availability contact The Brahman Journal cell at (713) 806-3998; office (979) 826-4347 or e-mail us at info@brahmanjournal.com.

All rate holders & column inches ads are payable at time of placement for the entire period of advertisement at the rate provided. For example – A 12 time rateholder will be billed \$384 at time of placement and invoice is due at that time.

► Color Advertising Rates -

Color Co-op ad space may be available. Co-op ads allow full page color ad space per month for one member of the co-op and have all member's contact information monthly. For availability of color co-op ads please contact The Brahman Journal office (979) 826-4347 or e-mail us at info@brahmanjournal.com.

| Ad Size | 1X* | 6X** | 12X** |
|-------------|-------|-------|-------|
| Full Page | \$600 | \$575 | \$550 |
| 1/2 Page | \$350 | \$325 | \$300 |
| 1/3 Page | \$250 | \$225 | \$200 |
| 1/4 Page | \$200 | \$175 | \$150 |
| 1/6 Page | \$100 | \$100 | \$100 |
| Rate Holder | \$40 | \$36 | \$32 |
| Column Inch | \$20 | N/A | N/A |

| Ad Size | 1X* | 6X** | 12X** |
|-----------|-------|-------|-------|
| Full Page | \$950 | \$875 | \$850 |
| 1/2 Page | \$650 | \$625 | \$600 |
| 1/3 Page | \$600 | \$575 | \$550 |
| 1/4 Page | \$500 | \$475 | \$450 |
| 1/6 Page | \$450 | \$425 | \$400 |

► Guaranteed Advertising Placement: Want to make sure your ad is in a certain place in the magazine? Add on a Guaranteed Advertising Placement fee to confirm your ad placement.

Available on a first come first serve basis; **Front Half, Right Hand Page, Next to Editorial: +\$200.00; Front Half, Right Hand Page: +\$150.00; Front Half, Left Hand Page: +\$100.00; Back Half, Right Hand Page: +\$50.00.** Please note that on occasion your ad may be placed in the front half and/or on a right hand page of the magazine with no additional cost, but for GUARANTEED placement we recommend you ask about availability and reserve with requested placement.

► **Deadline Dates:** All copy and photos are due in our office on the 5th of the month preceding the publication. For example, ad information for the February issue is due on January 5th. Camera ready materials are due by the 11th of the month provided that space reservation has already been made. If room is available copy and photos will be accepted up to the 11th of the month with an additional rush fee.

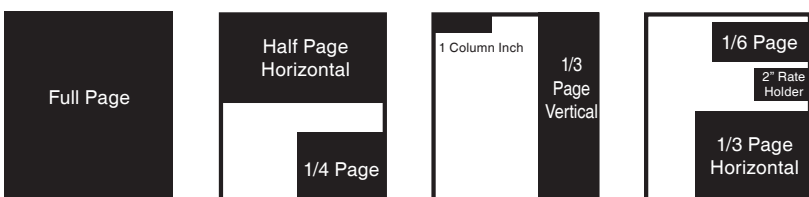
► Mechanical Requirements:

Full Page: Bleed - 8.625" X 11.125"; Trim - 8.375" X 10.875"; Live Area - 7.25" X 9.75"
 Half Page: Horizontal - 7.25" X 4.75"
 1/3 Page: Vertical - 2.25" X 9.75"; Horizontal - 4.75" X 4.875"
 1/4 Page: 4.75" X 3.5" • 1/6 Page: 4.75" X 2.3125" • Rate Holder: 2.25" X 1.9375"

► **Acceptable File Types:** PDF, Tiff, Jpeg, Photoshop, Illustrator or InDesign. Please note that all Camera Ready ads must be high resolution (300 DPI) with embedded fonts and images.

► **Ad Proofs:** Ad proofs will only be sent by e-mail to clients.

*Brahman Journal ads include 2.5 hours of graphic design time and two opportunities to make changes. All design time after 2.5 hours and/or the third ad proof will be billed at \$75 per hour. No discounts for camera ready ads. ** Pre-signed contract required for volume discount rates. Late fees will apply after 30 days. *** Want to make sure your ad is in a certain place in the magazine? Add on a Guaranteed Advertising Placement fee to confirm your ad placement. Available on a first come first serve basis. Additional fee may be required for specialty editions guaranteed placement. Costs are in the table above. Please note that on occasion your ad may be placed in the front half and/or on a right hand page of the magazine with no additional cost, but for GUARANTEED placement we recommend you ask about availability and reserve with requested placement.



EDITORIAL CALENDAR

JANUARY F1 & Performance Issue

Content Focus: This issue is geared toward commercial cattlemen, focusing on F1s and the economically-relevant traits of Brahman cattle.

Extended Distribution: Fort Worth Stock Show; San Antonio Stock Show; Dixie National; spring Florida events; HLS&R International Brahman Show; Rio Grande Valley Show; F1 & Brahman Sales throughout the Southern United States.

FEBRUARY Polled Edition

Content Focus: This issue is geared toward polled Brahman cattle as well as preparing for the upcoming International Brahman Show in Houston and spring calving season.

Extended Distribution: San Antonio Stock Show; Dixie National; spring Florida events; HLS&R International Brahman Show; Rio Grande Valley Show; F1 & Brahman Sales throughout the Southern United States.

MARCH HLS&R International Brahman Show

Content Focus: Houston Stock Show Issue
 Distributed at: ABBA International Show, Houston Livestock Show and Rodeo, Houston, TX; Brahman Show - Dominican Republic; Rio Grande Valley; Panama National Brahman Show.

APRIL HLS&R International Brahman Show Results

Content Focus: Houston Stock Show Results
 Distributed at: Miami International Show, Tampico Show, Mexico; and all other main events.

MAY Herd Bull Edition

Content Focus: Herd Bull Issue
 Distributed at: All main events attended by The Brahman Journal.

JUNE Youth Shows

Content Focus: Special Youth Issue
 Distributed at: AJBA All American & Junior State Shows

JULY Beef Cattle Short Course & International

Content Focus: International Issue
 Distributed at: International Shows, AJBA All American & Junior State Shows; Bluebonnet Kick-Off Classic; Texas A&M University Beef Cattle Short Course, National Brahman Show Guatemala

AUGUST Beef Cattle Short Course & All American

Content Focus: All American Results & Beef Cattle Short Course Issue
 Distributed at: Bluebonnet Kick-Off Classic; Louisiana Sugar Classic; Texas A&M University Beef Cattle Short Course, National Shows Mexico.

SEPTEMBER International Shows Coverage

Content Focus: ABBA Pre-National Show, Bluebonnet Kick-Off Classic Results
 Distributed at: All main events attended by The Brahman Journal.

OCTOBER Donor Edition & World Brahman Congress

Content Focus: Pre National Show Issue and World Brahman Congress
 Distributed at: All major events, several Brahman sales in Texas and Louisiana

NOVEMBER Annual Calendar & World Brahman Congress

Content Focus: Annual Calendar; All major events including ABBA National
 Since this issue contains the breed's annual show and event calendar, most readers keep this magazine all year.

DECEMBER

Content Focus: Annual Calendar; All major events including ABBA National
 Since this issue contains the breed's annual show and event calendar, most readers keep this magazine all year.

DATES AND LOCATIONS ARE SUBJECT TO CHANGE VISIT BRAHMANEVENT.COM FOR UP TO DATE INFORMATION.

Ask us about our E-Mail, Facebook Marketing Opportunities, Banner Ads, Website Creation, Videography, Photography & more!

THE BRAHMAN JOURNAL reserves the right to refuse any advertising or copy at its sole discretion. THE BRAHMAN JOURNAL assumes no responsibility for the accuracy of the advertising or copy content as submitted. Advertisers assume all responsibility for the accuracy and truthfulness of submitted advertising or copy, including advertising or copy containing pedigrees and statements regarding performance or animal traits. Advertisers shall indemnify and hold harmless THE BRAHMAN JOURNAL for any claims concerning advertising copy content as submitted.