

THE Brahman Journal

Since 1971

915 12th Street, Hempstead, Texas 77445
Office: (979) 826-4347 • (713) 806-3998
www.brahmanjournal.com
E-mail: info@brahmanjournal.com

► 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.

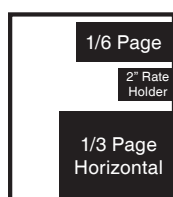
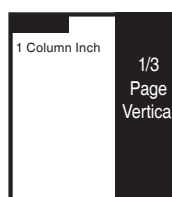
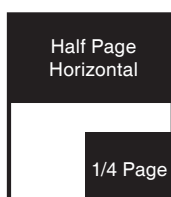
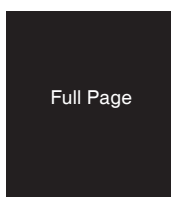
► Mechanical Requirements:

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.



► 2025 Editorial Calendar

JANUARY

Content Focus: Special Stock Show Issue & ABBA F-1 Directory
Distributed at: Ft. Worth Stock Show; San Antonio Stock Show; Dixie National; all the Florida Fairs in the spring; ABBA International Show, Houston Livestock Show and Rodeo, Houston, TX; Rio Grande Valley.

FEBRUARY

Content Focus: Polled Brahman Cattle Issue & Pre Houston Livestock Show and Rodeo Issue.
Distributed at: San Antonio Stock Show; Dixie National; ABBA International Show, Houston Livestock Show and Rodeo, Houston, TX; Rio Grande Valley.

MARCH

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

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

MAY

Content Focus: Herd Bull Issue
Distributed at: All main events attended by The Brahman Journal in 2025

JUNE

Content Focus: Special Youth Issue
Distributed at: AJBA All American & Junior State Shows; National Brahman Show Guatemala

JULY

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

AUGUST

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 Brahman Show Mexico and Nicaragua.

SEPTEMBER

Content Focus: ABBA Pre-National Show, Bluebonnet Kick-Off Classic Results
Distributed at: ABBA Membership Convention; All main events attended by The Brahman Journal in 2025

OCTOBER

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

NOVEMBER

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: ABBA Member Directory Issue
Since this issue contains the association's annual directory, most of our 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 Blast & Facebook Marketing Opportunities, Banner Ads, Website Creation, Videography, Photography and 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.