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To: Potential Advertisers in the Montana Angus News

Re: Advertising in the Montana Angus News Magazine (Regular Issues)

Thank you for your interest in the *Montana Angus News* magazine. The publication is distributed to over 5,400 producers throughout the United States! This circulation is comprised of registered seedstock as well as commercial cattlemen and affiliated industry persons. In addition to the direct mailed circulation, there are additional copies printed for distribution at shows, sales, and affiliated industry conventions and functions.

The Montana Angus News has been published continuously since the 1960's and has a loyal following. It has been Montana's trusted source for Angus information and news since its inception.

The magazine is printed on high-quality gloss text stock. This publication offers a very cost-effective means of advertising and promoting your individual program; whether you market through an organized Production Sale or Private Treaty Sales. It's also a wonderful opportunity for affiliated industry to feature products and services that are of value to Montana's cattle industry.

<u>Ad Size</u>	<u>Rate</u>	<u>Ad Dimensions (w x h)</u>	<u>Discounts</u>
Full Page	\$650.00	7.5" x 10"	Camera Ready Discount: 5%
2/3 Page	\$550.00	7.5" x 6.25"	
½ Page	\$450.00	7.5" x 4.75"	
½ Page Vertical	\$475.00	4.9167" x 7.25"	
1/3 Page	\$300.00	7.5" x 3.125"	
1/3 Page vertical	\$300.00	2.34" x 10"	
¼ Page	\$250.00	3.625" x 4.5"	
Business Card	\$100.00	4.75" x 2"	

Priority Pages (*Inside Front Cover, Pages 1, 2, 3, 5 and the opposite inside back cover are available at a premium rate based on the visibility of these pages, contact the editor for pricing information*).

Specifications: Trim Size: 8.5" x 11" Bleed Size: 8.75" x 11.25"

Ink: Four Color Process

Screens: Recommended 100 line screen w/133-line maximum

Electronic Files Accepted: PDF format (press quality), artwork CMYK, all fonts embedded

Paper: 70# gloss text stock

Programs used include: InDesign, Photoshop, and Illustrator. All files that are not in MAC format must be in Adobe Programs. Artwork & fonts must be included with the file. If using PC fonts, please create a PDF of your work or convert your type to paths. Please call if you have any questions.

2018 ISSUE ADVERTISING DEADLINES AND MAILING DATES:

<u>ISSUE</u>	<u>ADVERTISING DEADLINE</u>	<u>TENTATIVE MAIL DATE</u>
JANUARY/FEBRUARY 2018	JANUARY 5, 2018	JANUARY 19, 2018
MARCH/APRIL 2017	FEBRUARY 12, 2018	MARCH 1, 2018
SEPTEMBER/OCTOBER 2018	AUGUST 24, 2018	SEPTEMBER 17, 2018
NOVEMBER/DECEMBER 2018	OCTOBER 15, 2018	NOVEMBER 1, 2018

Contact me at 406-388-1291 or email at: montanaangusnews@gmail.com to reserve your advertising space.

Sincerely;

Amy Van Dyke-Crowder
Editor, Montana Angus News