



CPI

Publications, Inc.

The Charolais Journal is the official publication of the American-International Charolais Association. For over a quarter of a century, the Journal has been the voice of the Charolais breed throughout the beef industry. Today, the Charolais Journal reaches purebred and commercial Charolais producers throughout North and South America.

Charolais Journal Ad sizes and specifications

Trim: 8.5" x 11"

Margins: Allow 0.5" margin on all sides

Bleeds: Allow 0.25" beyond trim

With the exception of background images, any page content (type, photos or logos) should not extend into the 0.5" margin surrounding the live margin area. The Charolais Journal is not responsible for content in this area which is trimmed as part of the printing and trimming process.

Live margin areas

1 page: 7.5" x 10"

2/3 page: 4.875" x 10"

1/2 page (Horizontal): 7.5" x 4.875"

1/2 page (Vertical): 4.875" x 7.5"

1/3 page: 2.375" x 10" or 4.8125" x 5"

1/4 page: 3.625" x 5" or 1.75" x 10"

1/6 page: 4.8125" x 2.5"

1 column inch: 2.3125" x 1"

ADVERTISING RATES

EFFECTIVE WITH THE JAN. 2006 ISSUE

The following terms and conditions govern all advertising in the Charolais Journal, which is used without separate or additional contract terms.

BREEDER ADVERTISING SPACE

Black & White	1x	11x
1 page	\$700	\$600
2/3 page	510	450
1/2 page (h)	395	340
1/2 page (v)	450	370
1/3 page	270	220
1/4 page	215	180
1/6 page	155	130
1 inch	35	30
Position pgs (1-7)		1,150
Inside Covers		1,200
Back Cover		1,300

CLASSIFIEDS

Prepaid.

Rate: \$1 per word, \$25 min., paid in advance. Deadline 25th of the 2nd month preceding publication

COLOR

1 standard additional color	\$175
- red or blue (availability basis)	
1 non-standard color	275
- (availability basis)	
4-color	475
Special color	475
Metallic color	600

ADDITIONAL CHARGES

B/W photo (each)	\$15
Color photo (each)	50
4-Color page correction after approval (per page)	150
B/W or 2-Color page corrections after approval (per page)	100
After deadline charge	100
<i>Difficult ads requiring substantial extra production time will be charged a minimum \$50/hour rate. If you prefer no extra charges, request that the Journal staff simplify the ad if necessary at their discretion.</i>	

CANCELLATION POLICY

Charges dependent upon stage of production will be invoiced to advertisers who cancel previously submitted advertising.

DISCOUNTS

A 5% discount for all advertising will be given if prepaid for one year. No agency commissions allowed on breeder rates.

CLOSING DATES

All advertising copy (including photos) must be in the Charolais Journal office by the 25th of the second month preceding publication, i.e. Jan. 25 for the March issue or the first working day thereafter. A \$100 late fee will be applied to all late advertisements. Proof deadline: 20th of the second month preceding publication, i.e. Jan. 20 for March issue.

ADVERTISING CONTENT

The Charolais Journal reserves the right to refuse any advertising or copy at its sole discretion. The Charolais Journal assumes no responsibility for the accuracy and truthfulness of submitted advertising containing pedigrees or statements regarding performance. The Charolais Journal accepts no responsibility for the accuracy of any photographs supplied by other than its own staff. Advertisers shall indemnify and hold harmless the Charolais Journal for any claims concerning advertising content as submitted.

REPRINTS, CATALOGS AND BROCHURES

Advertising and editorial reprints available. Sale catalogs and brochures are produced at special rates. Contact office for prices.

Notice to advertisers: Advertising for sales scheduled prior to the 20th of the month of publication accepted at the advertiser's risk. The Charolais Journal assumes no responsibility for distribution.



Charolais Edge

Trim: 10.75" x 12"

Margins: Allow 0.5" margin on all sides

Bleeds: No bleeds, please.

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Live margin areas

1 page: 10" x 10.75"

1/2 page horizontal: 10" x 5.25"

1/2 page vertical: 4.875" x 10.75"

1/4 page: 4.875" x 5.25"

Advertising Rates

Rates are black and white

1 page: \$750

1/2 page vertical: \$550

1/2 page horizontal: \$500

1/4 page: \$350

Back Cover: \$1,050

Position pages*: \$950

Middle spread: \$1,800

*Includes pages 3, 5, inside back and special position requests.

Photos

No charge for photos.

Publication Dates

3 issues per year • September, December/January, February

Advertising Deadlines

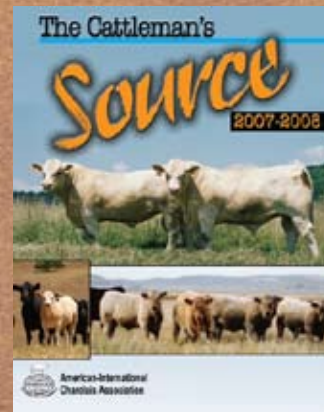
September issue: August 15

December/January issue: November 10

March issue: January 15

Circulation — 15,000

CPI Publications, Inc.
(816) 464-2474
mmader@charolaisusa.com



The Cattleman's Source

Trim: 5.5" x 8.5"

Margins: Allow 0.5" margin on all sides

Bleeds: Allow 0.25 beyond trim

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Live margin areas

1 page: 4.8125" x 7.5"

1/2 page (Horizontal): 4.8125" x 3.755"

1/2 page (Vertical): 2.3125" x 7.5"

Advertising Rates

Rates are black and white, unless specified otherwise

1 page: \$650

1/2 page: \$400

State listings: \$125

2-color: \$125

4-color: \$400

Photos

4-color ads: 1 free 4-color scan; each additional 4-color scan \$50 each.

B/W & 2-color ads: 1 free b/w scan; each additional b/w scan \$15 each.

Publication Dates — August

Advertising Deadlines — June 1

Circulation — 20,000

Journal Staff

J. Neil Orth
CPI President

David Hobbs
Manager • ext. 200

Kori Conley
Editor • ext. 201

Molly Mader
Advertising Coordinator • ext. 104