

# THE CATTLEMAN'S Source

2020-2021

The Commercial Cowman's  
annual directory on where to  
buy Charolais bulls.

## UNIQUE BULL BUYERS LIST

- 15,000+ distributed by mail and at Cattleman's events across the country. Also included with AICA commercial mailings.
- Reader friendly 5.5 in. x 8.5 in. size
- Posted on the AICA website
- ADVERTISING DEADLINE: August 1
- Target Mailing: September 1

### Source Rates – Including Photos

1 page, 4-color – \$1,000

**BONUS - Includes 30 day AICA website banner**

1 page, B/W – \$600

1 page, 2-color – \$775 (B/W Photos)

1/2 page, 4-color – \$600

1/2 page, B/W – \$400

1/2 page, 2-color – \$500 (B/W photos)

Above rates include a free state listing.

State Listing only – \$100

### Contact Your Field Representative Today –

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