

THE MAGAZINE FOR CATTLE FEEDERS

CALF NEWS

2008 AD RATES

SPACE RATES (b&w)	1x	6x
Full Page	\$1,945	\$1,850
2/3 Page	1,440	1,315
1/2 Page	1,160	1,070
1/3 Page	890	800
1/4 Page	710	660
Column Inch	110	92
<i>(add for color)</i>		
Standard Process 2nd Color	\$480	
Matched PMS 2nd Color	\$600	
3 Color	\$805	
4 Color	\$1,130	

WEB SITE ADVERTISING

Available. Sizes vary. Contact publisher or sales manager for quote and site activity information.

CONTRACT RATES, INSERTS, BUSINESS REPLY CARDS & OTHER SPECIALTY ADVERTISEMENTS

Available. Contact publisher or sales manager for quote.

Agency commissions to recognized agencies — 15%.

ISSUE AND AD CLOSE DATES

ISSUE	AD CLOSE	PUBLISHED
Dec./Jan.	Nov. 12	Dec. 1
Feb./March	Jan. 12	Feb. 1
April/May	Mar. 12	April 1
June/July	May 12	June 1
Aug./Sept.	July 12	Aug. 1
Oct./Nov.	Sept. 12	Oct. 1

CIRCULATION

Feeders 1,000 head +	4,697
Stocker/Feeders 1,000 head+	1,509
Cow/Calf 500 head+	844
TOTAL	7,050

MISSION STATEMENT

Our editorial mission is to provide feeders with the information they need to operate profitably today, to stimulate their vision of tomorrow and to energize them for action so they can shape their futures.

CALF News informs. CALF News entertains. CALF News takes you there.

Our goal is to bring our readers industry news in a creative and original way. Don't miss advertising in a single issue because our readers read every one, from cover to cover. Each issue will include in-depth stories on current events and cattlemen, useful marketing information that complements the daily services they get; and a host of production, management and industry information pieces. Readers also enjoy our popular columns from management consultant Jim Whitt, humorist Baxter Black as well as other respected industry leaders.

**Why cattlemen of all types read CALF News ...
The Magazine For Cattle Feeders:**

Progressive, thoughtful leaders managing U.S. cattle feedlots need to know what is going on in their industry and they look to *CALF News* for the information to help them make their purchasing decisions. In the feedlot business, *one* manager of a feedlot makes the decision for purchasing thousands of doses of medicine, tags or other items. *CALF News* is thoroughly read by the managers of the operations that account for the vast majority of cattle fed in the U.S. Be sure that your message reaches those decision makers in the magazine that gets read every time.

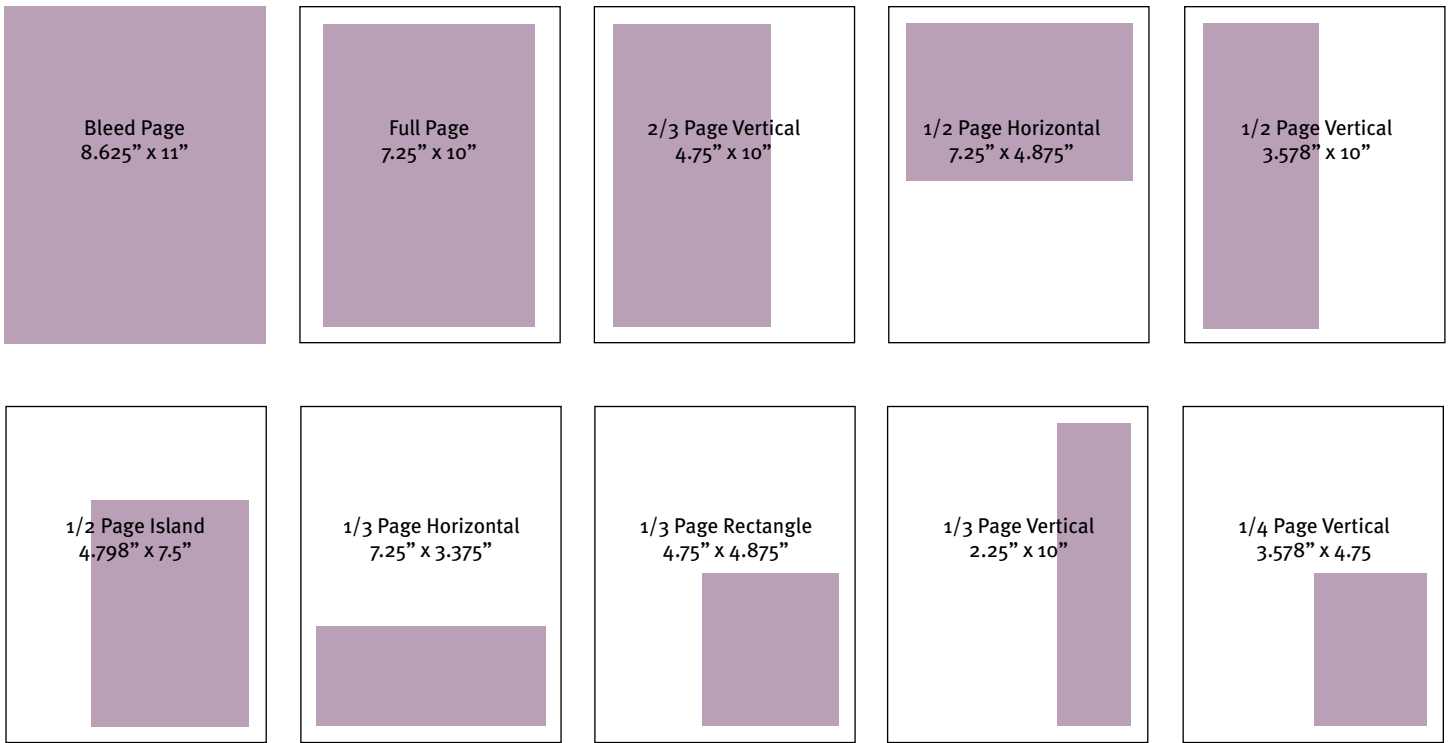
2008 EDITORIAL CALENDAR

CALF News is published six times per year. Each issue will have a specific focus, and animal health feature plus:

- December/January:** Environmental issues, Texas Cattle Feeders Association annual convention, economic outlook, individual animal identification, and animal health feature
- February/March:** Feedyard Manager's Outlook for 2008, Kansas Livestock Association and Nebraska Cattlemen's annual conventions, individual animal identification, and animal health feature
- April/May:** Photos and in-depth stories from the Cattle Industry Conference, Cattle-Fax market and weather outlook, stocker feeder special, International Livestock Congress report, and animal health feature
- June/July:** Western Heritage Awards, individual animal identification update, silage inoculants information, cattle marketing options, and animal health feature
- August/September:** Beef Empire Days, Colorado Livestock Association annual convention, feedyard profiles and animal health feature
- October/November:** Fall cattle run, Cattle Industry Midyear Conference, individual animal identification update and animal health feature

2008 MEDIA GUIDE

ILLUSTRATED AD SIZES & SPECIFICATIONS



MECHANICAL REQUIREMENTS

- Trim Page Size: 8 1/8" x 10 3/4"
 - Before Trim Size: 8 3/8" x 11"
 - Live Area Size: 7 1/4" by 10"
 - 3-column format, 2 1/4" (14 picas)
 - 2-column format, 4 7/8" (29 picas)
- Halftones:** 110 line screen. **4-Color:** 133 line minimum
Film: Right side reading, emulsion side down.
Printing: Offset
Paper: 70 lb. Fortune Gloss Enamel Text
Binding: Saddle Stitch. All spreads should be prepared for split pages
Shipping Method:

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176 Basalt Drive, Fredericksburg, VA 22406
Phone: (540) 752-6839; Fax: (540) 752-5856
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Electronic Transfer Guidelines:

- If you are sending material via e-mail, please send to dgigot1@cox.net or kbedolli@blueprintma.com.
- We can accept material on PC CD/DVD-ROM disks. Please use Stuffit or WinZip to expedite the transfer of your material.
- FTP site available. Call for placement instructions.
- Always provide a proof of the ad, or at least a fax, laser proof or PDF.

FORMAT REQUIREMENTS

Operating System/Design Platform:

Our operating system is Windows XP. Our design software is InDesign CS2. Our support software includes Photoshop, Illustrator, PageMaker and QuarkXpress.

Use of MAC/Quark Files:

Although we cannot open and place MAC/QuarkXpress files onsite, we will accept them for publication. MAC/QuarkXpress files will be forwarded on to our printer for conversion and proofing. We will fax you a copy of this proof to check for accuracy and font shifting. It is the responsibility of the advertiser to check this proof for any problems prior to placing the ad in our publication.

Use of PDF Files:

We prefer digital ads to come to us as a high-resolution, press-optimized PDF with all fonts and graphics embedded. We also accept InDesign or Quark files or an eps or tiff.

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