



RATE CARD

The Louisiana Cattlemen's Association | 4921 I-10 Frontage Road | Port Allen, La 70767
 T: (225) 343-3491 | F: (225) 336-0002

Rates

Premium Space

-Inside Front Cover	\$1250
-Back Cover.....	\$1250
-Inside Back Cover	\$1185
Full page.....	\$1140
Half page	\$930
Third page.....	\$860
Quarter page.....	\$770
Classified	\$50

DISCOUNTS

2-6 insertions within 12 mos.....	5%
7-12 insertions within 12 mos.....	10%

Line Screen/Density:

150 line, 300% maximum density

Page Format: Three columns per page

Printing: Web Offset

Magazine Trim8.5" x 11"

Ad Dimensions

Premium Space

Inside front cover, inside back cover & back cover

Bleed	8.75" x 11.25"
Live.....	7.5" x 10"

Full Page

Bleed	8.75" x 11.25"
Live.....	7.5" x 10"

1/2 Page Horizontal..... 7.5" x 5"

1/3 Page Vertical..... 2.375" x 10"

1/3 Page Square..... 5" x 5"

1/4 Page..... 5" x 4"

Classified..... 2.5" x 1.25"

Specifications

DEADLINES

Ads are due by the first of the month prior to publication (Example: Ads for the June magazine are due May 1.)

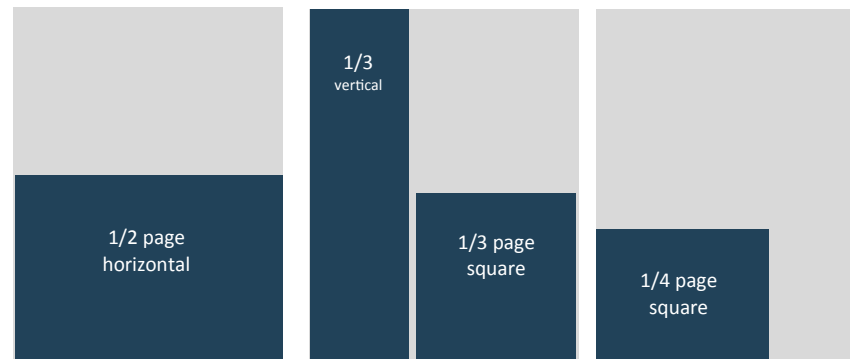
DIGITAL FILE REQUIREMENTS

PDF is our preferred file format. If native files are supplied, only InDesign, Photoshop and Illustrator are acceptable. If supplying native files, please supply all links and fonts used in the document. If there are any problems, we will contact you and work to resolve them (with applicable charges). To minimize problems please read the guidelines below.

IMAGES AND TEXT

- All images must be CMYK or grayscale only (no RGB or spot colors).

- Images should be 300 dpi.
- Scaling, rotating or other image manipulation must be done prior to placement in the page layout program. Note that enlarging an image with a resolution of 300 dpi over 125% in the page layout file will lower the effective resolution to the point that image quality degradation may be noticeable when printed.
- Convert all spot colors to 4C process (CMYK).
- Text containing thin lines, serifs or small lettering should be restricted to one color.
- Black text and logos should be set to overprint so they do not knock out when printed over a background, which may result in poor print quality.
- Large black design elements, such as bars or backgrounds, should be a rich black (50C/30M/30Y/100K).





LCA MAGAZINE INSERTION ORDER

Date _____

ADVERTISER INFORMATION

Company Name _____ Contact _____

Address _____ City _____ State _____ Zip: _____

Phone: _____ Fax: _____ Email: _____

Agency Name & Contact (if applicable) _____

Select the issue(s) you wish to place your ad:

- Aug 2017 Sep 2017 Oct 2017 Nov 2017 Dec 2017
 Jan 2018 Feb 2018 Mar 2018 Apr 2018 May 2018 Jun 2018
 Jul 2018 Aug 2018 Sep 2018 Oct 2018 Nov 2018 Dec 2018

Select the size ad you wish to place:

- Premium (Circle One: Inside Front; Inside Back; Back) Full-page Half-page
 Third-page (vertical) Third-page (square) Quarter-page Classified

Select your term length: Month-to-month Annual

TOTAL TO BE PAID : _____

View rates at www.labeef.org

PAYMENT INFORMATION

I understand that my credit card will be charged in accordance to the above insertion schedule chosen by advertiser. No cancellations will be accepted without written notification. Please note that your below signature is permission for LCA to periodically communicate via email and fax.

Signature _____

FAX COMPLETED ORDER TO LCA AT (225) 336-0002.

THE LOUISIANA CATTLEMEN'S ASSOCIATION

4921 H-10 FRONTAGE ROAD | PORT ALLEN, LOUISIANA 70767 | T: (225) 343-3491 | F: (225) 336-0002 | LABELF.ORG