

# FRONTLINE beef producer

## 2011 Media Guide

**A** true source of news and discussion of relevant and timely topics for US commercial beef producers. Published four times a year with a circulation of 20,000; additional copies distributed at Auction Markets, Trade Shows and Producer Events.

FRONTLINE Beef Producer Commercial Advertising Rates			FRONTLINE Beef Producer Member Advertising Rates		
	1x	4x		1x	4x
Full Page	\$1650.00	\$1250.00	Full Page	\$1100.00	\$1000.00
2/3 Page	\$1250.00	\$950.00	2/3 Page	\$850.00	\$750.00
1/2 Page Island	\$975.00	\$725.00	1/2 Page Island	\$645.00	\$535.00
1/2 Page	\$900.00	\$675.00	1/2 Page	\$600.00	\$500.00
1/3 Page	\$637.50	\$475.00	1/3 Page	\$425.00	\$375.00
1/4 Page	\$450.00	\$350.00	1/4 Page	\$300.00	\$250.00
<b>Inserts, Business Reply Cards &amp; Other Specialty Advertisements</b>					
Available. Contact advertising sales coordinator for quote.					

2011 Editorial Calendar: <i>FRONTLINE Beef Producer</i>		
Issue	Circulation	Ad Material Due Date
<b>January/February</b> <i>Mails Jan 1</i>	2000 IBBA Members 5500 IBBA Bull Buyers 12,500 Commercial Producers	December 10, 2010
<b>March/April</b> <i>Mails March 1</i>	2000 IBBA Members 5500 IBBA Bull Buyers 12,500 Commercial Producers	February 10, 2011
<b>September/October</b> <i>Mails Sep 1</i>	2000 IBBA Members 5500 IBBA Bull Buyers 12,500 Commercial Producers	August 10, 2011
<b>November/December</b> <i>Mails Nov 1</i>	2000 IBBA Members 5500 IBBA Bull Buyers 12,500 Commercial Producers	October 10, 2011

### MECHANICAL REQUIREMENTS

- Live Area Size: 7.25" x 10"
- Trim Page Size: 8.5" x 10.875"
- Before Trim Size: 8.75" x 11.125"

All color images should be submitted in CMYK mode, 300 dpi resolution.

All greyscale images should be submitted at 600dpi resolution. All bitmap images should be submitted at 1200 dpi resolution.

**Paper:** 50 lb.

**Binding:** Saddle Stitch/Perfect Bound. All spreads should be prepared for split pages.

Brangus Journal  
5750 Epsilon, San Antonio TX 78249  
Phone: (210) 696-8231  
Fax: (210) 696-8718

Download format requirements, ad sizes & specifications at [www.GoBrangus.com](http://www.GoBrangus.com)

# BRANGUS JOURNAL

## 2011 Media Guide

### MISSION STATEMENT

The Brangus Journal is an international news magazine serving the Brangus breed of beef cattle including Brangus crossbreds and Brahman and Angus stock necessary to produce Brangus cattle.

The International Brangus Breeders Association (IBBA) empowers members to advance the quality, reliability and value of Brangus and Brangus-influenced cattle; provides innovative programs and services which enhance the economic well-being of members and commercial customers.

Advertising Rates (black & white)			
	1x	6x	Commercial
Full Page	\$580.00	\$485.00	\$725.00
2/3 Page	\$460.00	\$382.50	\$575.00
1/2 Page Island	\$395.00	\$335.00	\$495.00
1/2 Page	\$370.00	\$300.00	\$465.00
1/3 Page	\$275.00	\$225.00	\$345.00
1/4 Page	\$210.00	\$175.00	\$262.50
*State Directory	-	\$350.00	-
1-inch Service Ad	\$22.50	-	-
Display Column Inch	\$26.00	-	-
Color Rates			
Single color-\$170.00; Four-color-\$340.00			
Inserts, Business Reply Cards & Other Specialty Advertisements			
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<b>January/February</b> <i>Mails Feb 1</i>	2000 IBBA Members	January 10, 2011
<b>March/April</b> <i>Mails April 1</i>	2000 IBBA Members	March 10, 2011
<b>May/June</b> <i>Mails June 1</i>	2000 IBBA Members + 3000 International Brangus Breeders	May 10, 2011
<b>July/August</b> <i>Mails Aug 1</i>	2000 IBBA Members	July 10, 2011
<b>September/October</b> <i>Mails Oct 1</i>	2000 IBBA Members	September 10, 2011
<b>November/December</b> <i>Mails Dec 1</i>	2000 IBBA Members	November 10, 2011

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