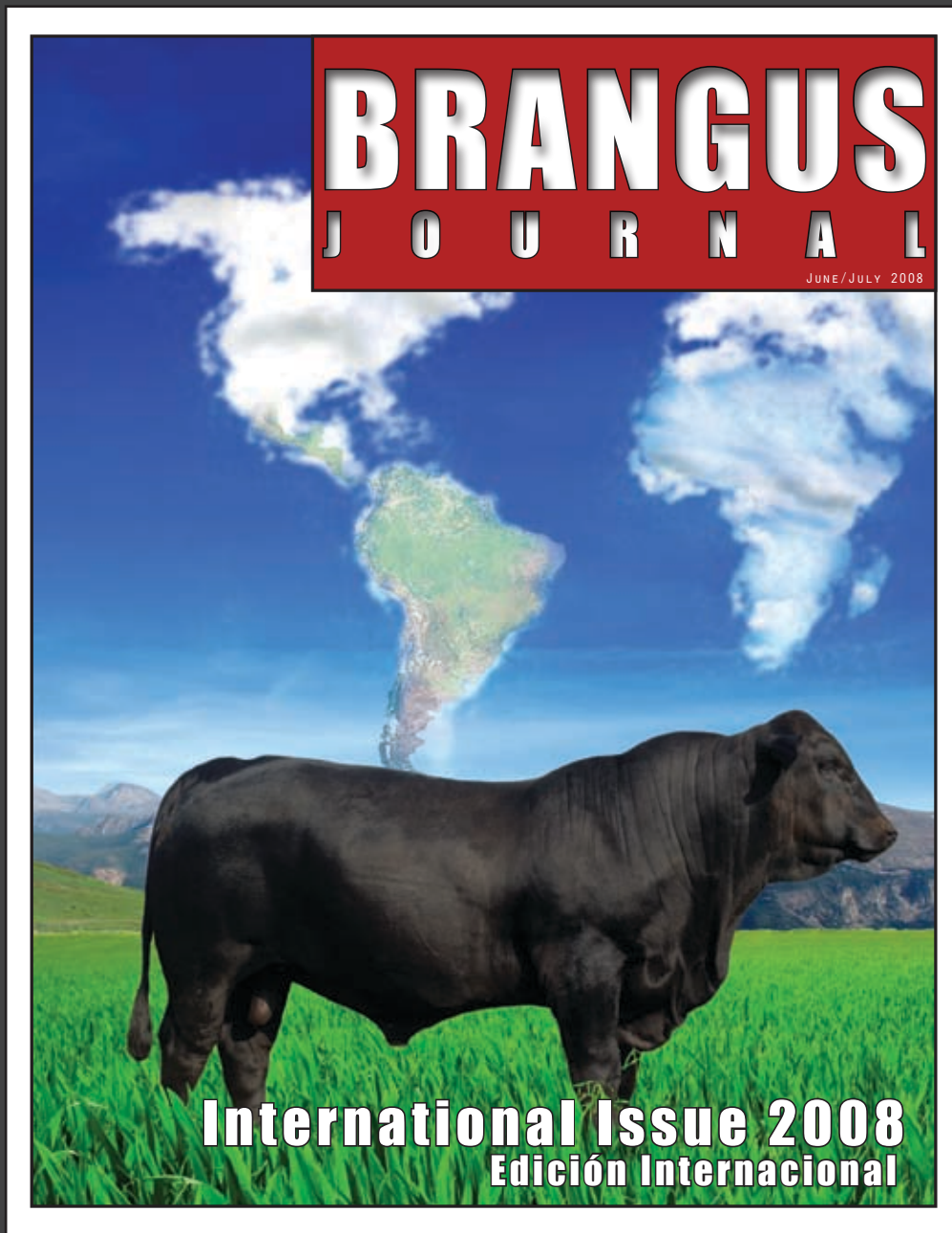


ADVERTISING OPPORTUNITY



PO Box 696020  
San Antonio, TX 78269-6020  
Phone: 210.696.8231 Fax: 210.696.8718  
Web: [www.int-brangus.org](http://www.int-brangus.org)

# BRANGUS JOURNAL: INTERNATIONAL ISSUE 2008

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The June/July issue of the Brangus Journal promises to be a ground breaking one. All editorial content will be printed in both English and Spanish, and the issue itself will be distributed to an additional 2500 persons representing the Brangus breed throughout Latin America.

Articles within the International Issue will focus on export regulations, the impact of free trade and experiences within the Latin American market.

This issue represents a unique opportunity to reach a truly international audience and expose your business to an ever-growing market. We kindly invite you to consider advertising in this inaugural International Issue.

## CATTLE IN LATIN AMERICA\*

Nation	Head of Cattle
Argentina	50,800,000
Brazil	207,000,000
Columbia	25,000,000
Costa Rica, Nicaragua and Panama (combined)	6,100,000
Mexico	31,800,000
Paraguay	9,600,000
Uruguay	12,000,000
Venezuela	16,300,000

\* Year 2007 Estimates from the Food and Agriculture Organization of the United Nations (FAO).

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## ADVERTISING RATES (FOR INTERNATIONAL ISSUE ONLY)

Ad Size	Rate
Full Page	\$575. <sup>00</sup>
Two-thirds Page	\$425. <sup>00</sup>
One-half Page	\$335. <sup>00</sup>
One-third Page	\$235. <sup>00</sup>
One-quarter Page	\$190. <sup>00</sup>
One-inch Service Ad	\$22. <sup>50</sup>
Display Column Inch	\$26. <sup>00</sup>

**Color Rates:** Single color-\$170.00, Four-color-\$340.00

**Deadlines:** For the June/July 2008 issue, all space must be reserved by May 15th, 2008, and all materials must be submitted to the Brangus office by May 20th, 2008.

**Contact:**

Brangus Journal, PO Box 696020, San Antonio TX 78269-6020  
Tele.: 210.696.8231; Fax: 210.696.8718.

**Policies:** June/July issue will be mailed on or prior to July 1, 2008. Advertising arriving after the dated deadlines may be subject to a late fee. Advertising for sales and events prior to the 20th of the month of publication will

be accepted at the advertiser's risk. Brangus Journal assumes no financial responsibility for distribution to its entire circulation prior to that date. The Brangus Publications, Inc., board of directors has the right to refuse any ad copy or photos. Brangus Journal assumes no responsibility for the accuracy of ad content as submitted. Advertising containing Brangus pedigrees or statements regarding performance of Brangus cattle must conform to records kept by the IBBA. Copy varying from official records may be changed as necessary without the consent of the advertiser.