



ADVANCING THE LEGACY

Cattle Guard

official publication of the Colorado Cattlemen's Association

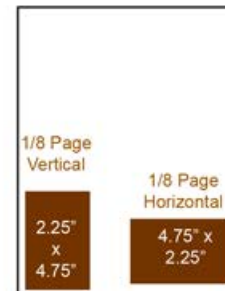
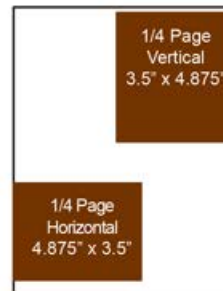
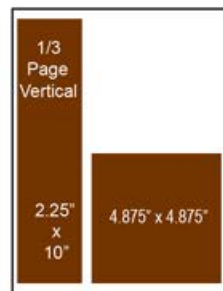
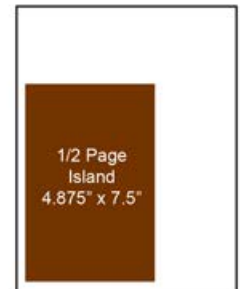
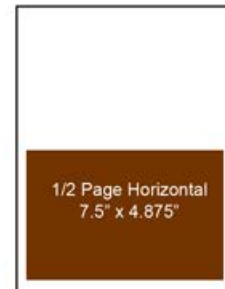
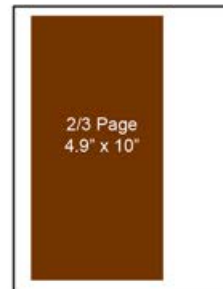
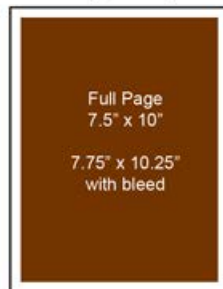
The *Cattle Guard* is a quarterly four-color publication that serves members of Colorado Cattlemen's Association. This magazine has a circulation of 2,500 with a total readership of 6,000 and provides in-depth coverage of the issues affecting the Colorado cattle industry.

CATTLE GUARD ADVERTISING RATES

Black & White	Member Rate	Non-member Rate
Full Page	\$300	\$600
2/3 Page	\$250	\$500
1/2 Page	\$200	\$400
1/3 Page	\$150	\$300
1/4 Page	\$100	\$200
1/8 Page	\$60	\$120

Four Color	Member Rate	Non-member Rate
Full Page	\$600	\$1,200
2/3 Page	\$550	\$1,100
1/2 Page	\$500	\$1,100
1/3 Page	\$450	\$900
1/4 Page	\$400	\$800
1/8 Page	\$360	\$720

- Premium positions available (price based on full page, 4-color rate) including inside front cover, inside back cover & back cover, which incur an additional \$200 charge
- Overruns available
- Inserts, tip-ins, cover wraps and poly-bags are available; call for a price quote
- Advertising projects including ad creation requiring more time and/or resources than allotted for a typical production will be charged \$60/hour



FREQUENCY DISCOUNT:

- 2 x per year - 10%
- 3 x per year - 15%
- 4 x per year - 20%

CATTLE GUARD, cont. & DIGITAL ADVERTISING

Magazine
Production
Schedule

Website Advertising
CCA Weekly E-News



**DIGITAL
ADVERTISING**

CATTLE GUARD PRODUCTION SCHEDULE

SPRING ISSUE - Delivered first week of
March

- Bull Sales
- Equipment and Supplies
- CCA's Annual Convention Registration

SUMMER ISSUE - Delivered first week of
July

- Haying & Harvesting
- Tools for the Job
- State Fair Planning

FALL ISSUE - Delivered first week of
September

- Weaning & Vaccinations
- Marketing
- Annual Convention Wrap-up

WINTER ISSUE - Delivered first week of
December

- Bull Sales
- CCA's Mid-Winter Conference
- CCA's Annual Convention Promo

**WEBSITE ADS: \$100/
WEEK - FOUR WEEK
MINIMUM OR \$75/
WEEK EIGHT WEEK
MINIMUM**

**WEEKLY E-NEWS BANNER
ADS: \$75/WEEK OR \$50
PER WEEK WHEN YOU
PURCHASE FIVE+ WEEKS**

Digital advertising is a great way to reach CCA's members and beef producers in real time! CCA's Weekly E-News is emailed to members every Thursday, providing up-to-date information, which allows them to keep up with the latest news and important issues going on in the industry - including your products and services!