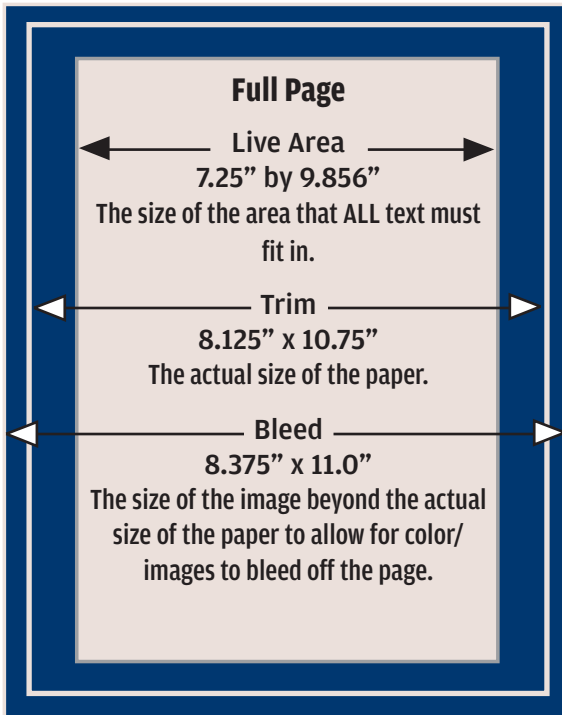


NEBRASKA CATTLEMAN

The only publication dedicated to the Nebraska cattle industry.

ILLUSTRATED AD SIZES AND AD SPECIFICATIONS



Digital print-ready ads: *Complete and no alterations*

- Submit as press-optimized, high-resolution PDFs with all fonts and graphics embedded, Photoshop (PSD or TIFF) or Illustrator (EPS) with all linked graphics and fonts.
- We **DO NOT** accept Word, PowerPoint, Excel or Publisher files or documents, or any other format not specifically listed as print-ready ads. Material sent in these formats will be for ads we design.

Color

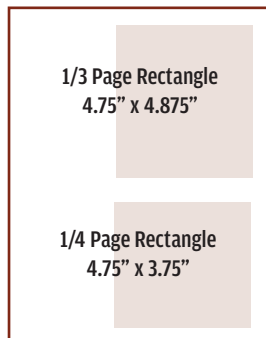
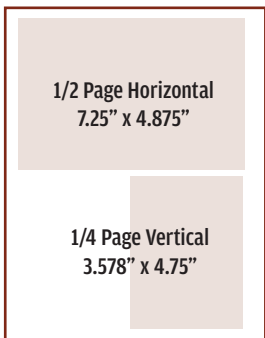
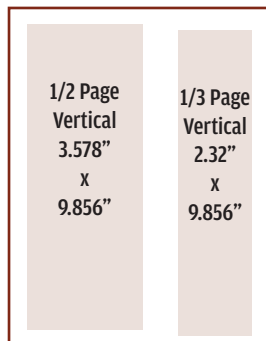
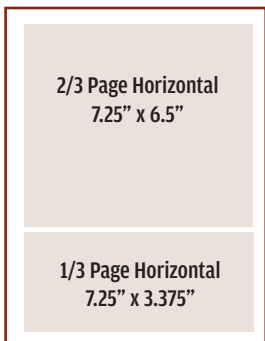
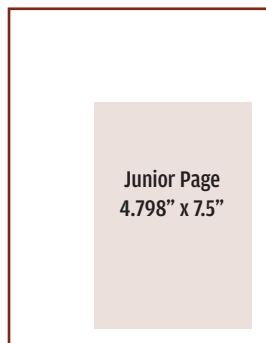
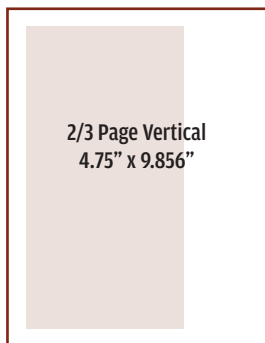
CMYK process color is used throughout the magazine. PMS colors available for an additional charge. Color in *NC Chronicle* and on the website is RGB.

Electronic transfer guidelines

We accept material via email, Dropbox, direct link or placed on FTP site. Call BluePrint Media for FTP instructions.

Nebraska Cattleman mechanical specs

- 3-column format, 14 pica (2.32" column).
- Printed on 70-lb. cover and 40-lb. body, gloss stock.
- Saddle-stitch binding.



<p>NC Chronicle square: 300 x 300 pixels 72 dpi. RGB jpeg or png File size: 30k or less</p>	<p>NC Website square: 380 x 380 pixels 72 dpi. RGB jpeg or png File size: 30k or less</p>	<p>Nebraska Cattleman eblast ads: 540 x 90 pixels 72 dpi. RGB jpeg or png</p>
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Market Place
2.32" x 2"

Column Inch
2.32" x 1"

NATIONAL ADVERTISING

McFarland AdVantage

Wendy McFarland / McFarlandAdVantage@gmail.com / 334.652.9080

OWNER / PUBLISHER

Nebraska Cattlemen / 4611 Cattle Drive / Lincoln, NE 68521-4309
NCmag@necattlemen.org / phone: 402.475.2333 / fax: 402.475.0822

PRODUCTION / EDITOR

BluePrint Media LLC / Lisa Bard, Editor / lbard@blueprintma.com / 970.222.7422

NEBRASKA CATTLEMEN

NATIONAL DISPLAY RATES

4 Color	1X	3X	6X
Page	\$2,195	\$2,129	\$2,085
2/3 Page	1,848	1,793	1,756
1/2 Page	1,617	1,568	1,536
1/3 Page	1,386	1,344	1,317
B & W	1X	3X	6X
Page	\$1,502	\$1,457	\$1,427
2/3 Page	1,155	1,120	1,097
1/2 Page	924	896	878
1/3 Page	693	672	658

DIGITAL ADVERTISING RATES

NC Chronicle	\$200 / enewsletter
NC Website	\$200 / month
NC Eblast	\$360 / eblast

ONSERTS / POLY BAGGING

Contact sales representative for quote on onserts, premium locations and all other special advertisements.

TERMS/CANCELLATIONS

Ad space reserved but not filled will be billed at full rate. Cancellations after the materials deadline will be billed at full rate. Finance charges of 1.5% may be added to balances more than 30 days past due. New ads will not be accepted from delinquent advertisers.

Space reservation deadline is the 25th of the second month previous. Materials due the 1st of the month previous.

All rates are gross and based on print-ready ad material supplied by agency or advertiser on or before deadline.

Rates are commissionable to verified ad agencies.

CLOSING DATES

Issue	Space Reservation	Materials Due	Approximate Delivery Date
January	Nov. 25	Dec. 1	Jan. 1
February	Dec. 24	Jan. 1	Feb. 1
March	Jan. 25	Feb. 1	March 1
April/May	Feb. 25	March 1	April 1
June/July	April 25	May 1	June 1
August	June 25	July 1	Aug. 1
September	July 25	Aug. 1	Sept. 1
October	Aug. 25	Sept. 1	Oct. 1
November	Sept. 25	Oct. 1	Nov. 1
December	Oct. 25	Nov. 1	Dec. 1

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