



**120 North Rayner • P.O. Box 7655
Fort Worth, Texas 76111-0655**

(817) 831-3147 • Fax: (817) 831-3117

**E-mail:
service@weeklylivestock.com**

Website: weeklylivestock.com

**Editor and Publisher
Ted Gouldy - (1953-1993)**

Publisher

Rosemary Gouldy - (1993-2002)

Personnel:

Editor/Publisher Phil Stoll
Mbl. 817-366-7332

Livestock/Commercial Advertising.....Ralph Means
Mbl. 817-235-9708

Office Manager/Classified Advertising...Donna Hamby

Electronic Publishing Kerrie Bell

Electronic PublishingJanice Murrell

GENERAL ADVERTISING (DISPLAY):

	IMAGE SIZE	1 TIME	6-13 TIMES
Back Page	5 column x 13.5 inches	\$1200.....	\$1100.....
Full Page	5 column x 13.5 inches	\$1100.....	\$1000.....
Jr. Page	4 column x 10 inches	\$825.....	\$740.....
Full Position	3 column x 13.5 inches	\$760.....	\$685.....
Half Page (Vert).....	3 column x 11.25 inches	\$600.....	\$540.....
Half Page (Horiz).....	5 column x 6.75 inches	\$560.....	\$500.....
Mini Half.....	3 column x 6.75 inches	\$380.....	\$340.....
One-Quarter Page.....	3 column x 5.5 inches	\$280.....	\$250.....
Build-an-ad	Any.....	\$17/Inch.....	\$14/Inch.....

(COLUMNS ARE TWO INCHES WIDE, GUTTERS ARE .0825 WIDE - FIVE COLUMNS PER PAGE)

Full Page Image Size 10.25" x 13.5"	Junior Page Image Size 8" x 10"	Full Position Page Image Size 6" x 13.5"	Half Page (Vertical) Image Size 6" x 11.25"	Half Page (Horizontal) Image Size 10.25" x 6.75"	Mini-Half Page Image Size 6" x 6.75"	One-Quarter Page Image Size 6" x 5.5"
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ISSUANCE AND CLOSING DATES:

Published Weekly - Deadline Monday at 4:00 p.m. - Printed Tuesday Evening & Mailed Wednesday Morning - Dated Thursday.

CIRCULATION AND SUBSCRIPTIONS:

Established 1897. Circulation PAID. No non-deductible association subs. Single copy \$1.00. One year \$25.00, two years \$30.00, three years \$40.00. Sales tax included where applicable.

AGENCY COMMISSION:

Agency Commission 15%, cash discount 2% of net 20 days after date of publication to Recognized Agencies. Livestock Sale Advertising is not commissionable.

EXTENDED SCHEDULE DISCOUNTS:

Schedules of 6 to 13 consecutive insertions earn 10% discount. This section does not apply where multiple advertisers instead of individuals, may be represented by one or more. No frequency discounts on cattle sale ads.

CLASSIFIED RATES:

Minimum order \$10 per order. Minimum: Box/Border Ad - one inch; Line Ad - 3 lines; Blind Box additional \$6.00.
 Box/Border Ad (1 Run) \$18.50/inch per run
 2 to 11 Runs \$16.00/inch per run
 Contract..... (12 Runs or more)..... \$14.00/inch per run
 Line Ad..... (1 Run) \$3.00/per line per run
 2 to 11 Runs \$2.80/per line per run
 Contract..... (12 Runs or more)..... \$2.50/per line per run
 Count average 5 words per line, 28 to 34 units, including spaces, to each line. Columns are 2 inches wide.

SPECIAL SERVICES:

A minimum charge of \$6.00 will be made when The Reporter assigns a special box number for blind ads to cover postage and service in forwarding replies.

SPECIAL POSITION:

Ads inserted in the Livestock Calendar carry the Display Rate of \$18.50 per column inch, minimum order two column inches, two columns wide by one inch deep.

SPOT COLOR:

Add \$100 for each color. Any standard or PMS mix.

PROCESS COLOR:

Call for current prices.

INSERTS:

Rates, mechanical requirements and shipping instructions on request.

SPECIFICATIONS FOR ELECTRONIC SUBMISSION

OF ADVERTISING:

All electronic submissions must be accompanied by a hard copy print out of the document.

Platform: Macintosh

Software: Indesign CS3; Photoshop CS 3

Photographs and art: All photographs and art used in ad are to be provided in editable PDF, TIFF or JPG format.

Fonts: All fonts used in the ad are to be provided, as well as any fonts used in building an PDF.

Document Layout: For best results we recommend you supply a native document composed in either Indesign, PageMaker, Quark, or Photoshop, collected to ensure all components are included with file such as fonts, art, photographs, logos, etc.

Document Layout Alternative: via E-mail. Instructions are same as above and are to be sent in a stuffed/compressed format. Caution - sending documents via E-mail may become corrupt during transport, making them unusable, in this instance a secondary/alternative plan must be put into action.

Guidelines for sending PDFs: PDFs will be accepted if sized, generated and saved correctly. In generating a PDF, fonts must be embedded and a high resolution must be established within the building of the PDF. Low resolution results in a low quality product.

Please call Kerrie or Janice if you have any questions concerning electronic submissions.

We offer complete in-house production services to all our advertisers at no additional charge to space rates.

We now accept all major credit cards.



THE WEEKLY LIVESTOCK REPORTER

More than a newspaper!

A full service organization you, your agent or agency can use.

We offer:

- Extra promotion for Advertisers in the news columns
- Field service and personal contact with and for Advertisers.

SPECIAL SECTIONS AND BREED NEWS

First Week Each Month:

Beefmaster • Maine-Anjou
Simbrah • Hereford & Polled Hereford

Second Week Each Month:

Brahman • Salers • Red Angus • Gelbvieh
Red Brangus • Longhorn • Braunvieh

Third Week Each Month:

Brangus • Santa Gertrudis • Limousin
Brahman Influenced Marketing Group

Fourth Week Each Month:

Simmental • Pinzgauer • Angus
Charolais • Shorthorn • ChiAngus

SPECIAL ISSUES

The Weekly Livestock Reporter's
Southwest Reference

The finest annual magazine in our industry for quality, content and appearance. Published every September. Special rate card on request.

2 STOCK SHOW ISSUES

January

Southwestern Exposition & Livestock Show
Fort Worth, Texas

February

Houston Livestock Show & Rodeo
Houston, Texas

Write or Call for more information concerning our special issues and/or services.

We will be delighted to serve you.

THE WEEKLY LIVESTOCK REPORTER

P.O. Box 7655, Fort Worth, TX 76111 • 817-831-3147

THE WEEKLY



"Established in 1897"

Over 119 Years
Of Service To The
Southwest Livestock Industry

CURRENT RATE CARD

Effective August 3, 2015

120 N. Rayner Street • P.O. Box 7655

Fort Worth, Texas 76111-0655

817-831-3147

817-831-3117, Fax

E-mail:

service@weeklylivestock.com

production@weeklylivestock.com

Website: weeklylivestock.com

**More News • More Response
More Readership**