

OREGON beef PRODUCER

Official Publication of the Oregon Cattlemen's Association

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1 PRODUCTION OFFICE . . . EDITORIAL & ADVERTISING

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NORTHWEST REGION AD REP

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2 ADVERTISING RATES

Black and White		
Page	(30 col. in.)	\$510
2/3 page	(20 col. in.)	360
1/2 page	(15 col. In.)	285
1/3 page	(10 col. In.)	195
1/4 page	(7½ col. In.)	165
1/6 page	(5 col. in.)	115
Business Card	(1½ col. x 2 In.)	70
Business Card plus 1 color		85
Classified	(1 col. Inch)	25

COLOR

Extra per spot color – \$100

FOUR COLOR PROCESS

Black & White rate plus \$200

- Member rates do not earn ad agency commission.
- Advertisers not using ad agency may send copy, logos and photos to advertising office. We will gladly design ad and provide checking proof before publication. There is no additional charge for this service.

3 INSERTS

4 page insert billed at equivalent of 2 black & white pages. Single page and cards billed at black & white page rate. Single page and cards need 4" wrap-around flap permitting stitching. Insert space rate earns agency commission.

4 ISSUANCE & CLOSING DATES

Published 1st of each month
(except combined **April/May** and **July/August** issues)
Closing date 10th of preceding month.

MECHANICAL REQUIREMENTS

- Printed sheet-fed offset on 80# gloss stock
- Dimensions
(page is three columns)
Trim size 8.375" x 10.625"
Add 1/4" to head, foot & face for bleed
1 page (live copy) 7.375" x 9.625"
2 column 4.75" x 9.625"
1 column 2.25" x 9.625"
- **PREFERRED MATERIAL**
PDF format to: kayteisl@gmail.com

5 COMMISSION CREDIT & CASH DISCOUNTS

15% to recognized agencies,
2% -10 days from invoice date.
Net 30 days.

6 NATIONAL ADVERTISING

The **POWELL GROUP, INC.**,
4162-B Carmichael Court, Montgomery, AL
36106 is our National Sales Representative.

Contact:

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for information and rates.

