



# Ohio Cattleman

Official Publication of the Ohio Cattlemen's Association

Ohio Cattlemen's Association Office  
 10600 U.S. Highway 42  
 Marysville, Ohio 43040  
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 cattle@ohiocattle.org | www.ohiocattle.org

## Advertising Opportunities with the Ohio Cattlemen's Association

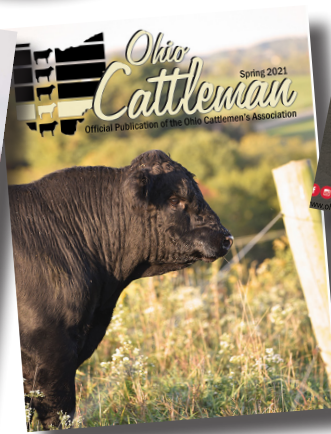
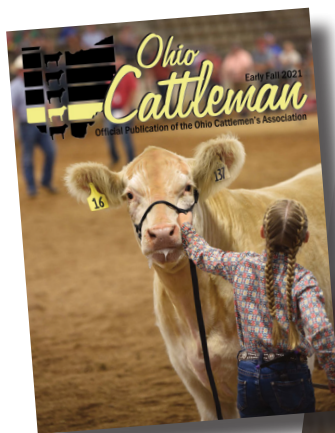
### Ohio Cattleman Magazine:

Published 6 times per year, Circulation of 3,500  
 Layout, design & pictures are included with the ad price  
 A great way to reach your target audience!

### OCA Calendar:

An opportunity for 12 months of advertising  
 Popular among Ohio's beef producers, Circulation of 8,000  
 Space is limited so call today to reserve your spot!

All issues  
 available digitally  
 on our website



## Advertising Deadlines

### 2022 Issues & Special Publications

\*Ad space must be reserved one week prior to material deadline.

Calendar  
 Winter  
 Expo  
 Spring  
 Summer  
 Early Fall  
 Late Fall

Ad Materials Due: Nov.17  
 Ad Materials Due: Dec. 1  
 Ad Materials Due: Feb. 2  
 Ad Materials Due: April 6  
 Ad Materials Due: June 22  
 Ad Materials Due: Aug. 10  
 Ad Materials Due: Sept. 7

Mails: Dec. 18  
 Mails: Dec. 18  
 Mails: Feb. 18  
 Mails: April 22  
 Mails: July 8  
 Mails: Aug. 26  
 Mails: Sept. 23

Ohio Cattleman is published six times a year by the Ohio Cattlemen's Association. The issues are Winter, Expo, Spring, Summer, Early Fall and Late Fall.  
**RESERVED ADS THAT DO NOT MEET THE SUBMISSION DEADLINE ARE SUBJECT TO ADDITIONAL CHARGE.**

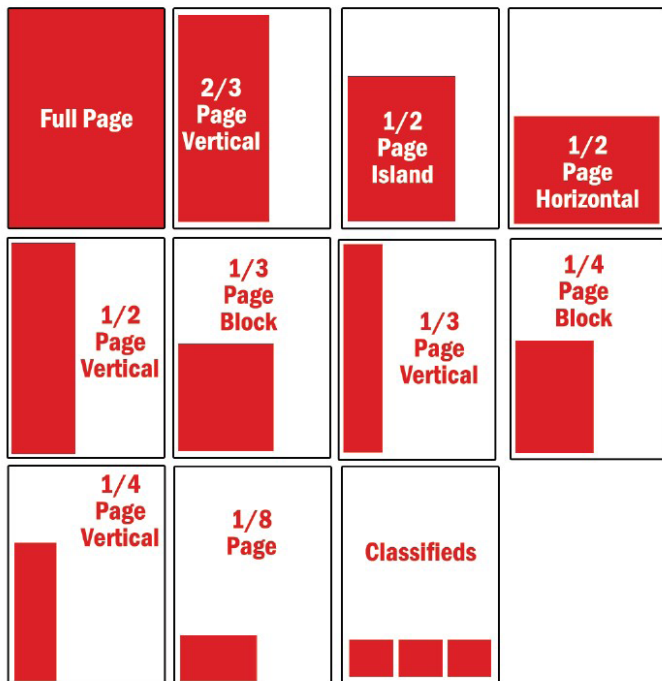
# Advertising Specifications

## Dimensions:

Number of Columns: 3

	Width	Height
Trim Size	8.375"	10.875"*
1 page	7.625"	10.125"
2/3 page	5"	10.125"
1/2 page horizontal	7.625"	5"
1/2 page block	5"	7.625"
1/2 page vertical	3.6875"	10.125"
1/3 page block	5"	5"
1/3 page vertical	2.375"	10.125"
1/4 page block	3.6875"	5"
1/4 page vertical	2.375"	7.5"
1/8 page	3.6875"	2.375"
Classified Ad	2.375"	2"
Column Inch	2.375"	1"

\* For full page bleeds, add 1/8" on all sides to the trim size.  
Remember 7.625" x 10.125" is the Live Area.



## Images:

Must be high resolution: minimum 300 dpi

## PDF File Requirements:

- Files must be submitted print ready
- Must be CMYK or Grayscale files

## Sales Representative:

Hanna Fosbrink, managing editor  
hfosbrink@ohiocattle.org | 614-873-6736

# Rates

## National Rates:

Ad Size	BW / C - 1X	BW / C - 3X	BW / C - 6X
Full Page	\$566/\$898	\$538/\$853	\$509/\$808
2/3 Page	\$424/\$756	\$403/\$718	\$383/\$680
1/2 Page	\$320/\$652	\$304/\$619	\$288/\$587
1/3 Page	\$215/\$547	\$204/\$520	\$194/\$492

## Local Rates:

Ad Size	BW	1 Color	2 Colors	Full Color
Full Page	\$460	\$550	\$640	\$730
2/3 Page	\$345	\$435	\$525	\$615
1/2 Page	\$260	\$350	\$440	\$530
1/3 Page	\$175	\$265	\$355	\$445
1/4 Page	\$145	\$235	\$325	\$415
1/8 Page	\$105	\$195	\$285	\$375
Classified Ad	\$50	\$140	\$230	\$320

\* Multiple insertion discount available.

Ad copy may be changed on multiple insertions.

## OCA Member Discount:

OCA members receive a 10% discount when advertising their farm products, such as cattle, hay, corn, etc.

## Inserts:

Preprinted inserts are charged at 60% of the equivalent space rate plus insertion and folding charges.

## Proofing:

Ads must be approved by the specified deadline to run in the publication.

## Banner Ads:

E-News Banner Ad: \$75

E-News Banner Size: Height - 225 px by Width - 145 px

Banner ads must be submitted in JPEG format.



## E-Blasts: Available to OCA Members Only

Non-Advertiser Cost: \$350

Advertiser Cost: \$250

Cost following a full page, full color ad in the *Ohio Cattleman*: \$150 (ad placed must reference the E-Blast material for the discounted rate)

E-Blast Image size: 600 px by 600 px

All costs above do not include E-Blast design. OCA will design the E-Blast image for an additional cost of \$100.

E-Blasts will be sent at the time specified by purchaser.