

PUBLISHED 6 TIMES PER YEAR | CIRCULATION OF 3,500

Ohios only beef focused publication!



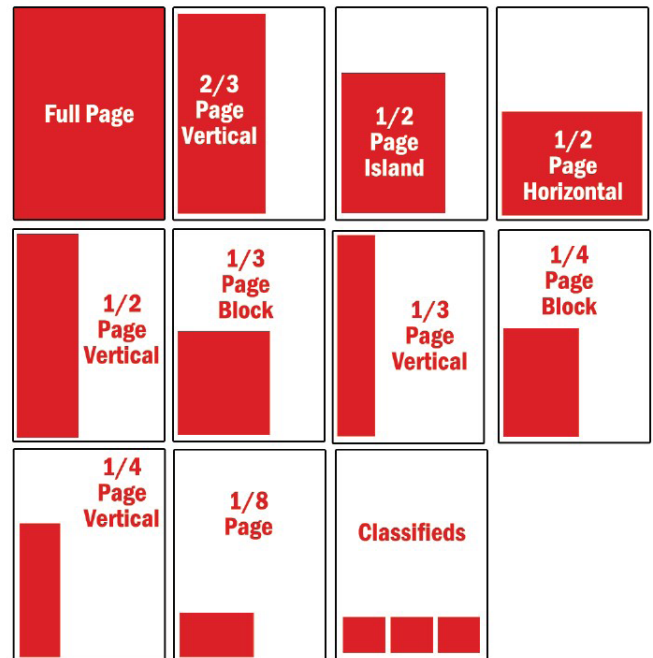
2022 ISSUES & DEADLINES

Winter	Ad Materials Due: Dec. 1	Mails: Dec. 18
Expo	Ad Materials Due: Feb. 2	Mails: Feb. 18
Spring	Ad Materials Due: April 6	Mails: April 22
Summer	Ad Materials Due: June 22	Mails: July 8
Early Fall	Ad Materials Due: Aug. 10	Mails: Aug. 26
Late Fall	Ad Materials Due: Sept. 7	Mails: Sept. 23

AD SIZES & DIMENSIONS

	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.



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	\$50	\$140	\$230	\$320

* Multiple insertion discount available.
Ad copy may be changed on multiple insertions.



REQUIREMENTS

- ➔ Images & Ads must be high resolution: minimum 300 dpi
- ➔ Files must be submitted in CMYK or grayscale files

DISCOUNTS

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

INSERTS

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

AD DESIGN

Ad design is available upon request. The magazine reserves the right to add an additional fee of 20% for complex designs.

To request an ad design, please contact graphic designer and managing editor, Hanna Fosbrink at hfosbrink@ohiocattle.org. Ad design must be requested **one week** prior to the advertising materials deadline.

SALES REPRESENTATIVE

Please contact **Ty McGuire** to reserve your ad space:

Phone: 937-533-3251
Email: Tymcguire45@gmail.com

MAGAZINE ALSO
AVAILABLE DIGITALLY
AT OHIOCATTLE.ORG

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