

**PUBLISHED 6 TIMES PER YEAR | CIRCULATION OF 3,500**

*Ohios only beef focused publication!*



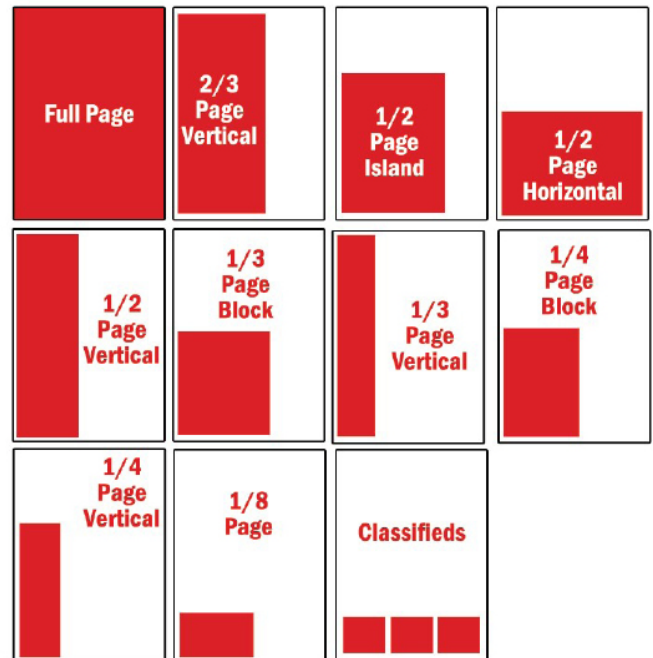
**2022 ISSUES & DEADLINES**

Winter	<b>Ad Materials Due: Dec. 1</b>	Mails: Dec. 18
Expo	<b>Ad Materials Due: Feb. 2</b>	Mails: Feb. 18
Spring	<b>Ad Materials Due: April 6</b>	Mails: April 22
Summer	<b>Ad Materials Due: June 22</b>	Mails: July 8
Early Fall	<b>Ad Materials Due: Aug. 10</b>	Mails: Aug. 26
Late Fall	<b>Ad Materials Due: Sept. 7</b>	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](mailto:hfosbrink@ohiocattle.org). Ad design must be requested **one week** prior to the advertising materials deadline.

### SALES REPRESENTATIVE

Please contact **Luke McKee** to reserve your ad space:

Phone: 614-873-6736  
Email: [lmckee@ohiocattle.org](mailto:lmckee@ohiocattle.org)

MAGAZINE ALSO  
AVAILABLE DIGITALLY  
AT [OHIOCATTLE.ORG](http://OHIOCATTLE.ORG)