

# BEEFSPOTTER

## Now reserving Ad Space for 2011

- The BeefSpotter Atlas has been the industry standard for locating Feed Yards, Cattle Auctions, and Packing Houses for over 20 years.
- BeefSpotter provides detailed map locations and contact information for the largest feedyards in the United States.
- BeefSpotter is used by feedyards, cattle haulers, livestock feed companies, animal health companies, and cattle trade associations.
- BeefSpotter continues to be the **BEST VALUE** for advertising dollars. Since this is an annual publication your advertising continues working throughout the year.

**AD DEADLINE IS NOVEMBER 15, 2010**

**2010 ADVERTISING RATES**

### BILLING INFORMATION

Agency Commission, 15%

Terms: Net 10 days from invoice date. Add 3% to invoice if paying with Visa, MC, or Discover.



Advertising Sales Manager  
Carol Schuetze

Email: [schuetze@ucom.net](mailto:schuetze@ucom.net)  
Direct: (620) 271-3708  
Fax: (620) 865-2093  
Office: (806) 373-4495

### GENERAL RATE POLICY

#### Black & White Rates

1/4 PAGE.....	\$ 775.00
3.5" wide x 4.75" tall	
1/2 PAGE .....	\$1,100.00
7.5" wide x 4.75" tall	
FULL PAGE .....	\$1,695.00
7.5" wide x 10" tall	
*Add \$185.00 for process red or blue	

#### Four Color Ad Rates

1/4 PAGE .....	\$1,235.00
1/2 PAGE .....	\$1,695.00
FULL PAGE .....	\$2,350.00
1/2" Bleed	

#### Special Placements

(the following placements include four color)

FRONT INSIDE COVER.....	\$2950.00
BACK INSIDE COVER .....	\$2950.00
BACK COVER.....	Call for Pricing