

VIRGINIA CATTLEMEN'S ASSOCIATION ADVERTISING SPECIFICATIONS AND PRICING

UPDATED NOVEMBER 2020

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|--------------|--|-------------------------|
| Full Page Ad | 9.5 in (w) x 9.75 in (h) | \$600 BW \$700 Color |
| ¾ Page Ad | 9.5 in (w) x 7.75 in (h) | \$550 |
| 2/3 Page Ad | 5.65 in (w) x 9.75 in (h) | \$400 |
| ½ Page Ad | 4.75 in x 9.75 in (vertical) 9.5 in x 4.875 in (horizontal) | \$325 |
| ¼ Page Ad | 4.75 in (w) x 4.875 in (h) | \$175 |
| 1/8 Page Ad | 2.375 in x 4.875 (vertical) 4.75 in x 2.5 in (horizontal) | \$95 |

Premium ad space on page 3, 5, inside back cover and opposite inside back cover is available for an additional \$100 on a first come, first serve basis (only full color, full page ads are eligible for premium ad space).

Discounts available for multiple runs (6 month and 12 month), contact VCAPublications@VACattlemen.org for more information and pricing.

ADDITIONAL ADVERTISING OPPORTUNITIES:

E-blasts - \$200 per mailing (all information due 5 business days before requested email date)

Facebook/Instagram Advertisements - \$75 per post

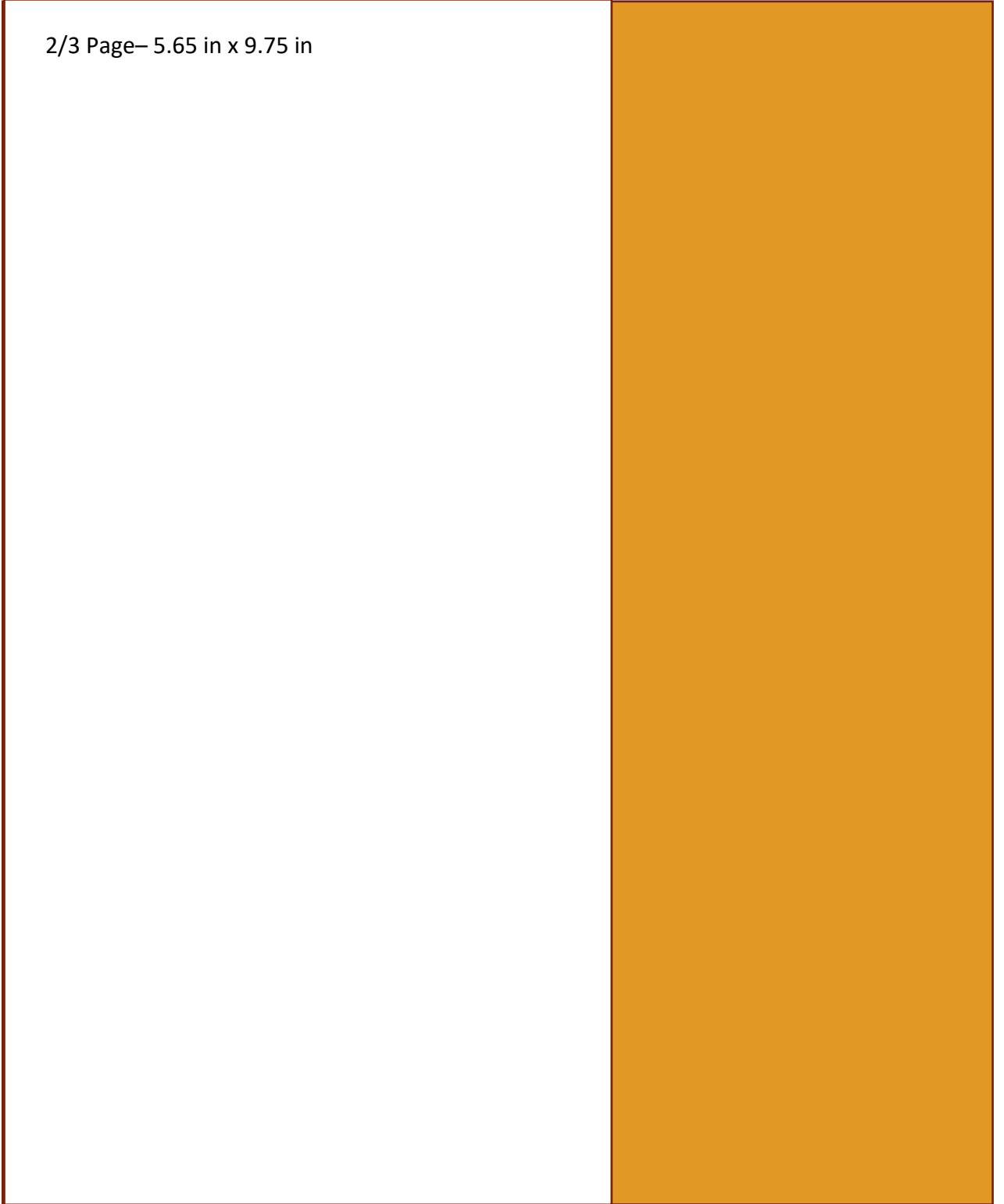
VCA PAPER ADS ARE DUE THE 10TH OF THE MONTH PRIOR.

ALL ADS SHOULD BE SENT AS A PRINT READY PDF. IF YOU NEED ASSISTANCE IN DESIGNING YOUR AD, WE CAN MAKE RECOMMENDATIONS FOR GRAPHIC DESIGNERS – SIMPLY EMAIL VCAPublications@VACattlemen.org!

9.5 in.

9.75 in.

2/3 Page— 5.65 in x 9.75 in



9.5 in.

Full Page – 9.5 in x 9.75 in

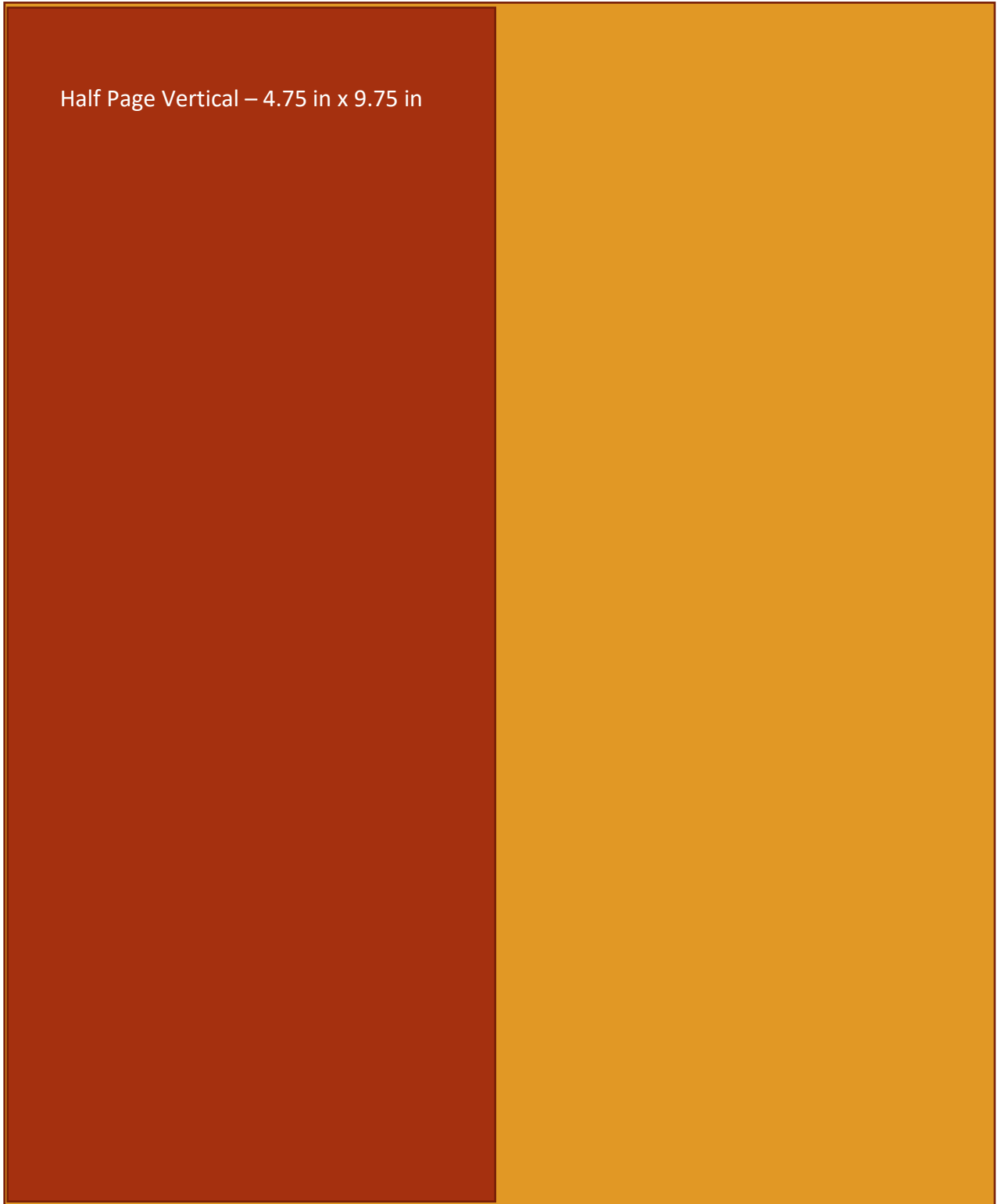
$\frac{3}{4}$ Page – 9.5 in (w) x 7.75 in (h)

9.75 in.

9.5 in.

Half Page Vertical – 4.75 in x 9.75 in

9.75 in.



9.5 in.

Eighth Page
Vertical –
2.375 in x 4.875 in

Quarter Page – 4.75 in x 4.875 in

Eighth Page Horizontal – 4.75 in x 2.5

9.75 in.

Half Page Horizontal - 9.5 in x 4.875 in

4.875 in.

