

Cattlemen's Congress Program Insert Advertising Rate Card

The Cattlemen's Congress Insert will be printed in the December 2021 Oklahoma Cowman again this year. It will be mailed out before December 1st and will be mailed to the membership of the Oklahoma Cattlemen's Association going to over 5,200 members in Oklahoma and the surrounding areas. We will also print an additional 2,000 copies that will be available to the attendees at the 2nd Annual Cattlemen's Congress. This insert will include a complete schedule of events including sales and shows, a dining guide, shopping guide, site map and welcome letter from the Chairman.

RATES & AD SPECS

Full Page 4-Color	\$900
Half Page 4-Color	\$575
Quarter Page 4-Color	\$400

Deadlines & Publication Dates: Insertion orders and advertising copy must be received on or by Nov. 15.

File Requirements: Please use the dimensions listed to the right. High Quality PDFs (at least 300 dpi) are preferred. You may also send Adobe InDesign Files as long as you also send all fonts and graphics used (meeting all the graphic requirements listed below). We reserve the right to substitute fonts when necessary -- matching your choice as closely as possible. We reserve the right to rebuild any ad that doesn't meet our file requirements.

Files NOT Accepted: Microsoft Publisher, PictureIt, any graphics placed in Word, PowerPoint or similar programs.

Graphic Requirements:

- Do not send low-resolution files taken from websites
- Do not send files placed in Word
- PDF files must be GRAYSCALE or CMYK. All graphics must be high resolution. We will not guarantee quality of print if you send low-resolution files. We will not guarantee the color if we have to convert from PMS or RGB to CMYK or GRAYSCALE.

Oklahoma Cowman Staff

Chisolm Kinder, Editor & Ad Sales

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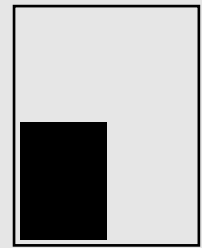
Shapes and Dimensions



1 PAGE
7.5" w X 10" t



1/2 PAGE
7.5" w X 5" t



1/4 PAGE
3.75" w X 5" t

TRIM SIZE: 8.5" w X 11" t

BLEED SIZE: (Add an Additional 1/8" all the way around) 8.75" w X 11.25" t

LIVE AREA: 7.5" s X 10" t

COLUMN WIDTH: 2.3889" (3 column layout)