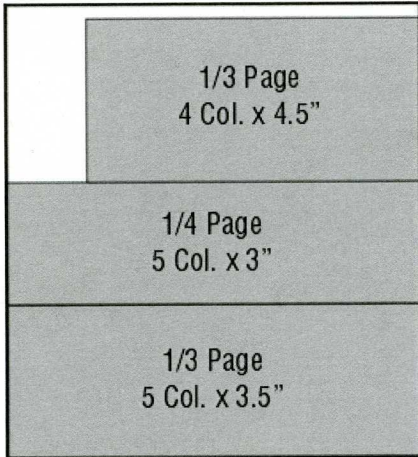


# THE VIRGINIA CATTLEMAN NEWSPAPER

Advertising Rates (Effective September 2011)



SIZE	DIMENSION	AD RATES
Full Page	5 Col. x 11-1/2"	\$570.00
2/3 Page	3 Col. x 11-1/2" 4 Col. x 9-1/2" 5 Col. x 7-1/2"	\$375.00
1/2 Page	3 Col. x 9" 4 Col. x 7" 5 Col. x 5-1/2"	\$300.00
1/3 Page	3 Col. x 6" 4 Col. x 4-1/2" 5 Col. x 3-1/2"	\$210.00
1/4 Page	3 Col. x 4-1/2" 4 Col. x 3-1/2" 5 Col. x 3"	\$170.00
1/8 Page	2 Col. x 4" 3 Col. x 2-1/2"	\$95.00
1/12 Page	2 Col. x 3"	\$60.00
1/24 Page	1 Col. x 3" 2 Col. x 1-1/2"	\$35.00
<small>1 Col. = 1-13/16" • 2 Col. = 3-7/8" • 3 Col. = 5-7/8" 4 Col. = 7-15/16" • 5 Col. = 10"</small>		

- **Color:** \$160 per color. Call for pricing on full color ads or **inserts**.
- **Discounts:** 11 Issues - 10% Discount, 5 Issues - 5% Discount
- **Breeder's Bulletin Board:** Advertise buying or selling seedstock cattle. 3-1/4" x 2" ad for \$30. **Sign up today! Frequency Discounts apply!**
- **Editorial Copy:** The Virginia Cattleman Newspaper accepts appropriate editorial copy and will publish it at no charge as space and content permits.

**COPY DEADLINE - 15TH OF THE MONTH PRIOR**

Published the first of each month.

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