



KETCH PEN

OFFICIAL PUBLICATION OF THE WASHINGTON CATTLEMEN'S ASSOCIATION

PUBLICATION OFFICE

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ADVERTISING RATES

Black & White

	(National)	(Local)
Insert	\$450	\$400
Full Page	\$600	\$550
3/4 Page	\$500	\$450
Junior Page	\$400	\$300
1/2 Page	\$320	\$275
1/4 Page	\$250	\$175
1/8 Page	\$170	\$125
1/16 Page	\$ 35	\$30
Business Card	\$ 50	\$40

Color

Extra per spot color - \$100

Four Color Process

Black & White Rates plus \$300

- We gladly will design the ad and provide a proof before publication. There is no additional charge for this service.
- A 1.5% late fee will be added monthly to accounts not paid within 30-days.

ADVERTISING DISCOUNTS

A 5% discount is allowed to voting members of the Washington Cattlemen's Association whose dues are paid and current. Camera-ready advertisements will receive a 5% discount.

A multiple time insertion contract is available to advertisers. Ads which appear consecutively entitle the advertiser to a discount of 10% on 5X ads and 15% on 10X. If multiple time insertion contract is broken by the advertiser a fee will be charged.

ISSUANCE & CLOSING DATES

Published monthly except for August and November.

Ads which must be created by the *Ketch Pen* must be submitted no later than the fifth of the month preceding the publication, i.e. January 5 for February publication. (A fax proof can be provided to the advertiser upon request only if the ad is received by the above-mentioned date.)

Camera-ready advertisements must be submitted to the *Ketch Pen* no later than the 10th of the month preceding the publication.

INSERTS

Price of insert is based on 1 page black and white. Advertisers must provide their own preprint. Size may not exceed the overall size of the standard format of the *Ketch Pen* when folded to mail (11" x 6").

MECHANICAL SPECIFICATIONS

Preferred Material

- .pdf files are most preferred
- .tiff or .eps are also accepted
- E-mail, Computer disk or CD, either PC or Mac

E-mail to wacattle@elltel.net

Dimensions (page is 4 columns)

Full page	10" W by 12.75" H
3/4 page Horizontal	10" W by 9.5" H
3/4 page Vertical	7.25" W by 12.75" H
JR. page	7.25" W by 9.5" H
1/2 page Horizontal	10" W by 6.25" H
1/2 page Vertical	5" W by 12.75" H
1/4 page Square	5" W by 6.25 H
1/4 page Vertical	10" W by 3.25" H
1/8 page Horizontal	5" W by 3.25" H
1/8 page Vertical	2.25" by 6.25" H
1/16 page	2.25" W by 2.25" H
Business Card Vertical	3.5" W by 2" H
Business Card Horizontal	2" W by 3.5" H

Rate card: June 2005
Circulation 2,000



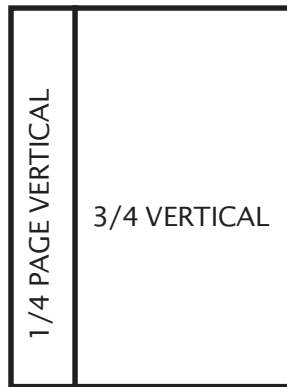
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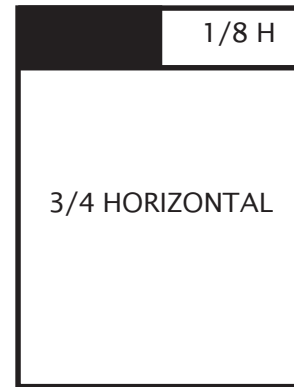
**IF YOUR TARGET AUDIENCE IS CATTLEMEN AND CATTLEWOMEN, THE KETCH PEN IS
SIMPLY YOUR BEST ADVERTISING BUY!**



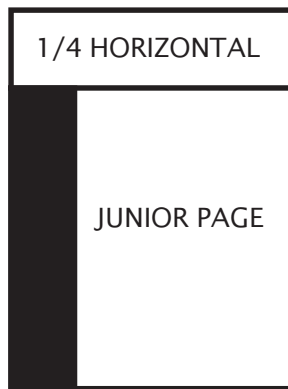
10" W by 12.75" H



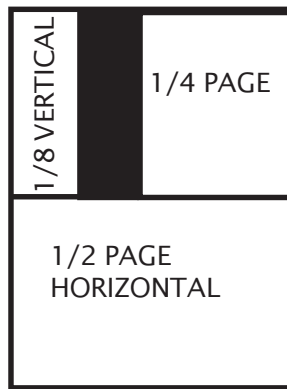
3/4 - 7.25" W by 12.75" H
1/4 - 10" W by 3.25" H



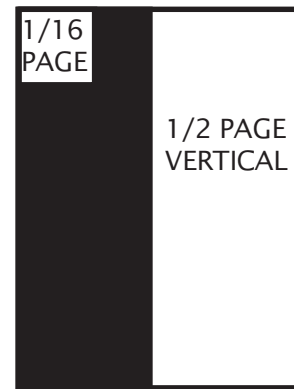
3/4 - 10" W by 9.5" H
1/8 - 5" W by 3.25" H



JR. - 7.25" W by 9.5" H
1/4 - 10" W by 3.25" H



1/2 - 10" W by 6.25" H
1/4 - 5" W by 6.25" H
1/8 - 2.25" by 6.25" H



1/2 - 5" W by 12.75" H
1/16 - 2.25" W by 2.25" H