

Beefmaster Breeders United International A.I. Directory

a publication produced by Beefmaster Breeders United and dedicated to serving international cattlemen. This internationally driven directory will feature A.I. sires that have semen for sale and marketed specifically to foreign and international cattlemen. The directory was founded to assist the Beefmaster cattle industry with effective advertising to the international cattle market. The footnotes will be printed in English and Spanish.

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2018

media KIT

Single copy distribution & digital distribution

Frequency:	Once per year - Spring
Distribution:	International Events and Trade Shows
Print Date:	February 15th (January 15 Deadline)
Audience:	Foreign/International Cattlemen
Format:	Full-Color 5.5 X 8.5 Magazine

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advertising RATES

Full page	\$500
Business Card	\$125
Directory Listing	FREE for GIT members

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material REQUIREMENTS

IMAGES

Each advertiser MUST submit a photo of the animal. Color images intended for printing should be saved as CMYK 300 dpi. Black and white images should be saved as Grayscale 300 dpi. Scan graphic elements at 300 dpi and actual size. Save as a JPEG of the highest or maximum quality when processing. Images from websites will result in poor quality.

SUBMITTING MATERIALS

Images, directory listing and footnotes MUST be emailed to jnovak@beefmasters.org by January 15th, if they are no larger than 10mb in file size. Larger files should be sent via Dropbox or other transfer program.

contact INFORMATION

Jeralyn Novak: 210-732-3132 jnovak@beefmasters.org Collin Osbourn: 325-347-7507 cosbourn@beefmasters.org

FOOTNOTES

Each animal will have footnotes. Advertiser MUST submit an 80 word maximum description of the animal. Advertiser MUST submit semen pricing and contact information to jnovak@beefmasters.org by January 15th.

FILE FORMAT

Preferred Files: High Resolution PDF, 300 dpi, CMYK
Other Files Accepted: Adobe InDesign, Adobe Illustrator, Adobe Photoshop, JPEG and EPS files.
All supporting files and fonts must be included when sending files. We do not accept Microsoft Publisher files.