

Angus Stakes

by Shauna Rose Hermel, editor



Sometimes you've got to do what you've got to do

When I joined the *Angus Journal* nearly 2½ years ago, I was shocked to learn that advertising rates hadn't increased since 1986 and that there had been only two rate increases since the American Angus Association bought the *Journal* in 1979.

The *Journal* staff has taken a good deal of pride in the fact it hasn't raised producers' cost of advertising within the magazine for 14 years. That's amazing considering the cost of doing business has continued to increase.

Obviously we've gained some efficiencies with new technology that have enabled us to cut costs instead of raising prices. But you can only go so far. The latest postal and paper price hikes (unavoidable expenses for a magazine) promise to put a real dent in the *Journal's* bottom line. We've reached the point where we can't streamline to cover those increased business costs without sacrificing the service our readers and advertisers have come to demand.

So, at the February Board Meeting, we requested and the Board approved an advertising page-rate increase (see below) effective for the September 2000 issue. This doesn't make us happy; but, from a pure business sense, it's necessary.

■ Board highlights

The February Board Meeting will be looked upon as one of the most influential in the history of the breed. Be sure to read the meeting highlights in this issue (see page 87).

■ Reno to be covered on the Web

Watch for "realistic time" coverage of the Western National Angus Futurity and the Western Regional Junior Angus Show April 15-17 on the *Angus Journal* Web site.

Angie Stump Denton, director of Web marketing, will post show results to the site daily. Class placings (top three in each), division champions, grand champions and candid photos will be posted each evening following the show.

To view the show coverage, visit www.angusjournal.com and click on the Reno banner, which will be positioned below the story listing. Advertising positions will be available. Call Denton for information.

As of March 10, the *Journal's* Web coverage of the 2000 National Western had obtained 6,900 hits, making it the most popular destination from the www.angusjournal.com home page.

■ Opportunity for juniors

The deadline is nearing for the

photography contest sponsored by the National Junior Angus Association (NJAA) and the *Angus Journal*. This may well be one of the easiest ways for members to participate in the NJAA. Take your camera to the pasture and snap a few photos.

Besides three age divisions, this year's contest will have three subject categories. That means nine photos will win first-place honors. Photos will be displayed at the National Junior Angus Show (NJAS) in Des Moines in July.

The deadline is June 25. See page 74 for rules and an entry form.

■ Opportunity for adults

Taking care of the land base is core to the success of any cattle operation. The *Angus Journal* Land Stewardship Award provides an opportunity for us to recognize the conservation practices of Angus breeders.

It's also our way to identify an Angus seedstock producer to enter in the National Cattlemen's Beef Association (NCBA) Environmental Stewardship Award Program (ESAP). We just finished the entry form to nominate Mike and Shirley Cornett of Tenroc Ranch, Salado, Texas, in NCBA's 2000 ESAP.

The only ranches ineligible for the *Angus Journal* competition are those who have won in the past. We'll feature this year's winner in the October 2000 issue, recognize them at the Annual Banquet in November and enter them in the NCBA contest.

This is truly a win-win opportunity. It gives the winner recognition for good stewardship practices that often don't get the attention they deserve. Having good entries in the NCBA contest is positive for the breed. And it gives our industry positive recognition among nonagricultural folks, who all too often believe those who say cattle destroy the environment.

Help set them straight. Nominate someone for this year's contest, or ask someone to nominate you. The deadline is June 2. See page 38 for more details.

New *Angus Journal* advertising space rates

Effective with the September 2000 issue

Black & white	1-5 issues	6-10 issues	11 issues
1 page	\$775	\$740	\$710
¾ page	\$585	\$560	\$535
½ page x 2	\$530	\$510	\$485
½ page x 3	\$445	\$430	\$415
¼ page	\$320	\$300	\$290
¼ page	\$280	\$270	\$260
⅓ page	\$185	\$180	\$175
1 inch	\$47	\$45	\$40
Color rates (No rate increase)			
One additional standard color	\$100		
Four-color	\$300 (plus separation(s) cost)		
Match or non-standard color	\$175		
Metallic or fluorescent color	\$300		

Bleed, reverse, photo rates (additional)—(No rate increase)

Add \$60 per page to space rate when requesting color or black bleed into ad margins. Add 10% of space rate when requesting use of a reverse in an ad. Add \$12.50 for each black and white photo used in each ad. No charge for reverse, photos, or color separations in complete, useable camera-ready ad film or complete electronic files furnished by advertiser.

Inserts priced on individual basis.

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