



ANGUS PRODUCTIONS INC.

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office hours: (M-F) 8 a.m.-4:30 p.m. (Central time); home page: www.angusjournal.com
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Our goal is to serve the individual needs of members by offering a variety of services exclusively through Angus Productions Inc. (API).

The *Angus Journal*, with a circulation of 17,000, is the official publication of the American Angus Association and the major source of communication between breeders and their Association. It is the only Angus publication that reaches the nearly 2,900 new American Angus Association members gained each year.

The *Angus Beef Bulletin*, with a circulation of more than 80,000, is a no-frills tabloid newspaper sent to a list of commercial Angus buyers who have purchased and had Angus cattle transferred to their names. (This list is used exclusively by the *Angus Beef Bulletin*.) Designed to give the commercial Angus producer an edge, editorial content offers information on management, production, genetics and marketing from leaders in the industry.

API Special Services Department helps with breeders' special promotional needs, such as sale books and brochures to promote farms, sales or Angus seedstock. With direct access to Association performance data, the department's staff can create and design marketing pieces for top-of-mind awareness. Special Services staff can also access specific mailing areas or a nationwide mailing list to best meet your marketing needs.

API's Web Marketing Department can help Angus breeders, associations, feedlots and others promote their businesses globally. Online marketing services available include Web site design, updating and hosting; online sale books; Angus e-Classifieds; banner ads; and Angus e-List ads. The department also provides real-time coverage of Angus and industry events. Go to www.angusjournal.com/realtime to see a list of current and archived events.

In addition to viewing current and archived articles of the *Angus Journal*, producers can sign up for an opt-in news service, Angus e-List, on the *Angus Journal* home page. Subscribers receive industry news and weekly updates of Angus events.

www.AngusPhotos.com is designed to help distribute some of the most-used scans of individual animals and to provide show exhibitors a way to proof and order API photos of their winning entries.

To find out more about API's services visit our Web sites at www.angusjournal.com; www.angusbeefbulletin.com or www.angusproductions.com.

ANGUS JOURNAL ADVERTISING RATES & DEADLINES (Black & White)

	1-5 Issues	6-11 Issues	12 Issues
1 page	\$775	\$740	\$710
2/3 page	585	560	535
1/2 page (2 columns)	530	510	485
1/2 page (3 columns)	445	430	415
1/3 page	320	300	290
1/4 page	280	270	260
1/6 page	185	180	175
1 inch (classified/AHIR)	47	45	40
State co-op contract	—	—	558 prepaid

Additional charge for color, per page:

One additional standard color	\$100
Four-color	\$300
Matched or specified color	\$175
Metallic or fluorescent	\$300
Black & white or color photo	\$12.50 (each)

Call for specifications. 10% discount for acceptable camera-ready material.
5% discount for early copy submission.

Deadlines & mail dates:

- Space reservation: 1st of second month preceding publication
- 5% early copy discount date: 20th of second month preceding publication
- Copy/photo final due date: 25th of second month preceding publication
- Camera-ready due date: 1st of month preceding publication
- Mail date: 1st of publication month

ANGUS BEEF BULLETIN AD RATES & DEADLINES

Issue	Due Date	Mail Date	Safe Sale Date
September	July 22	Aug. 30	Sept. 17-Oct. 29
October	Sept. 13	Oct. 12	Oct. 30-Jan. 15
January	Nov. 26	Jan. 3	Jan. 16-Feb. 27
February	Jan. 5	Feb. 10	Feb. 28-March 31
March	Feb. 11	March 14	April 1-July 29
July	June 2	July 13	July 30-Sept. 16

- No color available
- Call for specifications. 10% discount for acceptable camera-ready material

Black & white single insertion:

Size	Price	Size	Price
Full page	\$1,095	Junior page	\$895
1/2 page vertical	745	1/2 page horizontal	745
1/4 page	465	Black & white photo	12.50 (each)

Angus Seedstock Directory listings (6) @ \$540 prepaid/yearly contract