



*Lowline Ledger* is the official publication of the American Lowline Registry and carries the message of active, founding and premier Lowline breeders. The magazine features breeder profiles, association news, show and sale results and information and news regarding Lowline cattle.

Advertising in *Lowline Ledger* is the most effective way to get your message out to serious Lowline breeders and bull buyers. Reserve your space today!

The *Lowline Ledger* is published quarterly and mailed to **more than 2,300** ALR members and interested parties. No other publication or marketing vehicle reaches this target audience.

## DATES & AD DEADLINES

Issue	Ad Deadline	Issues will
Spring	February 15	arrive to readers
Summer	April 15	approximately
Fall	August 15	30 days after the
Winter	November 15	ad deadline.

## MARKETING REPRESENTATIVE

**Kelsey Pope**  
 (719) 775-1461  
[kpope@blueprintma.com](mailto:kpope@blueprintma.com)

## PUBLISHER

**BluePrint Marketing LLC**

**Lowline Ledger Creative Director**  
 Kathie Bedolli • [kbedolli@blueprintma.com](mailto:kbedolli@blueprintma.com)  
 (540) 752-6143

**Lowline Ledger Editor**  
 Lisa Bard • [lbard@blueprintma.com](mailto:lbard@blueprintma.com)  
 (970) 498-9306

**Lowline Ledger Managing Editor**  
 Kelsey Pope • [kpope@blueprintma.com](mailto:kpope@blueprintma.com)  
 (719) 775-1461

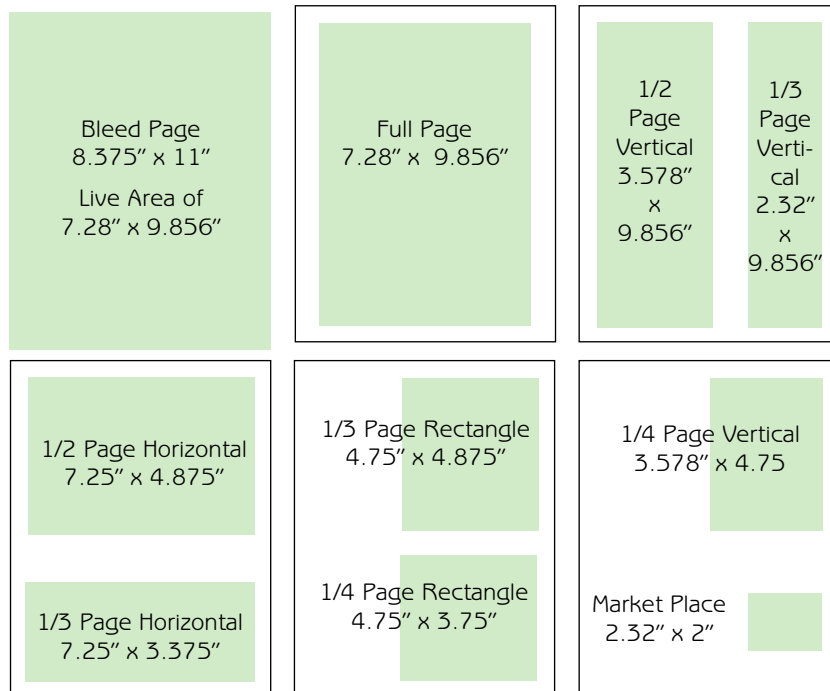
**Business Office**  
 4332 Dixon Street, P.O. Box 427  
 Timnath, CO 80547 • Fax: (970) 493-8930

## ADVERTISING RATES

AD SIZE	COLOR	1X RATE	4X RATE
Full page	4-color	\$650	\$620
Full page	b&w	\$450	\$425
Half page	4-color	\$500	\$475
Half page	b&w	\$275	\$260
Third page	4-color	\$425	\$405
Third page	b&w	\$225	\$215
Quarter page	4-color	\$325	\$310
Quarter page	b&w	\$175	\$165
Market Place	b&w	\$50	\$40

- A 5% discount will be given for all print-ready ads.
- All ad prices include ad design and layout.

## AD SIZES / SHAPES



# AD SPECIFICATIONS

## Print-Ready / Digital Ads

- Print-ready means the ad is complete and needs no alteration. Any corrections, additions, photo scanning or customer changes to an existing ad are not considered print ready.
- We prefer print-ready ads be submitted in electronic format either on disk, via e-mail or on an FTP site as press-optimized, high-resolution PDFs with all fonts and graphics embedded.
- We also accept native files in InDesign CS5.5 or earlier, Quark, Photoshop or Illustrator with all linked graphics and fonts.
- We will preflight all digital ads received and notify advertisers of any problems with the ad prior to going to print.
- We **DO NOT** accept Word documents, Powerpoint files, Publisher files or any other format not specifically listed as print-ready ads. Material sent in these formats will be considered for ads we design.

## Color

We use CMYK process color throughout the magazine. PMS colors are available for an additional charge.

## Mechanical Requirements | Page Size

- Trim page size: 8.125" x 10.75"
- Bleed: 8.375" x 11.0"
- Live area: 7.28" by 9.856"
- 3-column format, 14 pica (2.32" column)
- Saddle stitch binding

## MARKETING REPRESENTATIVE

**Kelsey Pope • (719) 775-1461**  
**[kpope@blueprintma.com](mailto:kpope@blueprintma.com)**

## Materials for Ads We Design

We accept ad materials in the following formats:

- Ad copy faxed or mailed to us or a Word or text file e-mailed to us.
- Photographs either shipped to us for scanning or e-mailed to us in high resolution digital form.
- Graphics (logos) either shipped to us for scanning or e-mailed to us in high resolution digital form.
- **Materials not acceptable:** Tear sheets from magazines or photos cut from tear sheets; any graphic placed in Word; low resolution photographs; low quality graphics; images taken from Web sites; Publisher files; Excel files.

## Photographs

If using a digital camera, shoot at the highest quality mode (1200 x 800 minimum).

## Electronic Transfer Guidelines

We accept material on CD, via e-mail or placed on our FTP site. Call for FTP instructions.

## Ad Design, Deadline and Proofing Policy

Ad deadlines are critical to keeping the magazine on time for advertisers, readers and members, especially purebred breeders with upcoming sales. Therefore we ask that for the courtesy of all, please observe ad deadlines.

Advertisers whose materials arrive after the deadline may be refused. If accepted, you will not be guaranteed a proof of your ad due to time constraints. If we are able to get a proof to you, only corrections in sale date, sale time, sale location or phone number will be made.

## Cancellations

Ad space reserved but not filled will be billed at full rate. Cancellations after closing date will be billed at full rate.

## Terms

Finance charges of 1.5% may be added to balances more than 15 days past due. New ads will not be accepted from delinquent advertisers.



THE OFFICIAL PUBLICATION OF THE AMERICAN LOWLINE REGISTRY