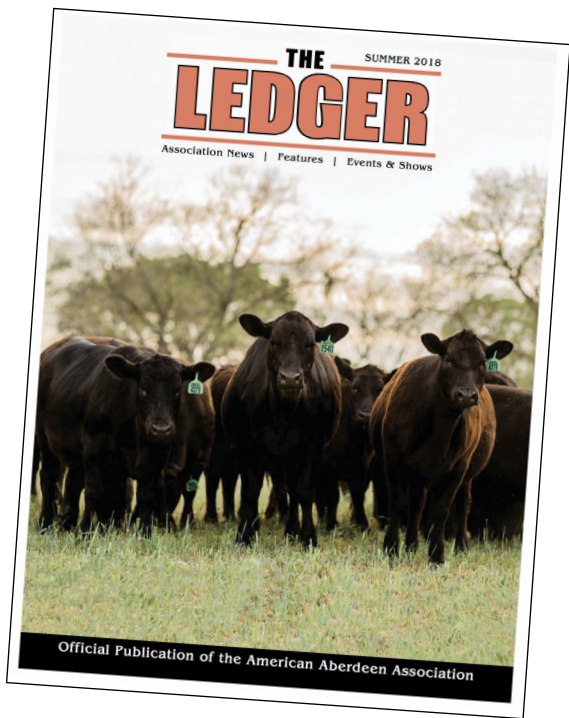


# MEDIA GUIDE



## DATES & AD DEADLINES

Season	Issue Date	Lead Time
Spring	February 10	Issues will arrive to readers
Summer	April 15	approximately 30 days after the ad deadline.
Fall	August 15	
Winter	November 30	

## SALES MANAGER

**Dean Pike**  
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## PUBLISHER

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# THE LEDGER

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

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

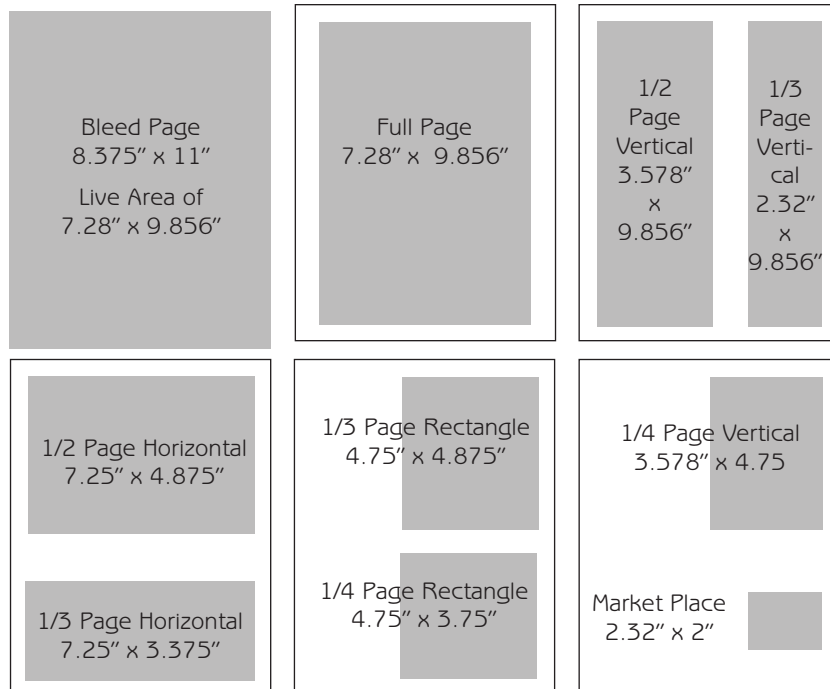
The Ledger is published quarterly and mailed to **more than 2,300** AAA members and interested parties. No other publication or marketing vehicle reaches this target audience.

## ADVERTISING RATES

AD SIZE	COLOR	1X RATE	4X RATE
Full page	4-color	\$750	\$725
Full page	b&w	\$500	\$475
Half page	4-color	\$500	\$475
Half page	b&w	\$300	\$275
Third page	4-color	\$420	\$400
Third page	b&w	\$220	\$210
Quarter page	4-color	\$320	\$305
Quarter page	b&w	\$170	\$160
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



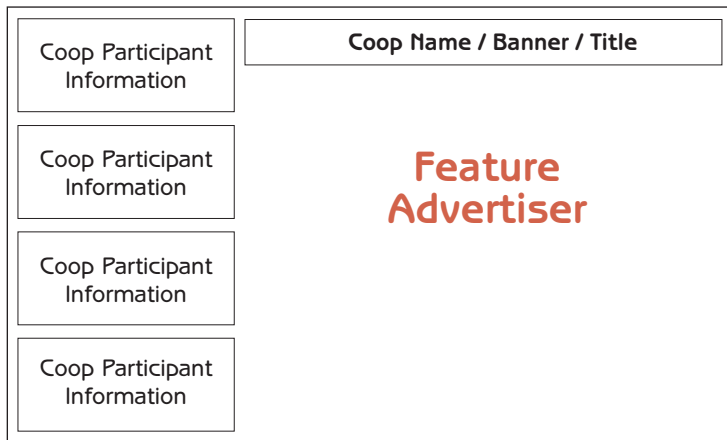
# COOP ADVERTISEMENTS

A region or group of advertisers can now come together and split the cost of an ad. Each issue of *The Ledger* will “feature” one of four rotating advertisers in which they can promote upcoming sales, thank their customers or tout their program. Every coop advertiser will also be highlighted in each ad with their own name, logo and contact information. This means you will be the featured advertiser once a year while maintaining a presence in a large display ad in EVERY issue of *The Ledger*.

The dominant portion of the ad rotates between coop advertisers in each issue, with the cost evenly split between the participants. What a great way to increase your exposure!

As a quarterly publication, coop participants will be limited to four. We are offering half and full page coop ad options, in color or black and white.

## Example of a Half Page Coop Ad Shown:



## The annual cost for each coop participant would be:

- **Full Page ad:** 4-color: \$650 • black & white: \$450
- **Half Page ad:** 4-color: \$500 • black & white: \$275

There are many benefits to offering this type of advertising opportunity to American Aberdeen producers – especially in regions that may want to pool their resources to advertise throughout the entire year!

# 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

## 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, Dropbox 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.

## SALES MANAGER

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dean.pike249@gmail.com

