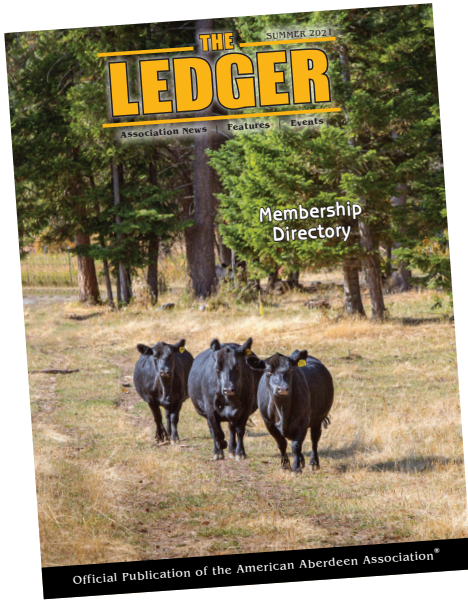


# RATE CARD



# THE LEDGER

*The Ledger* is the official publication of the American Aberdeen Association® (AAA) and carries the message of active, founding and premier American Aberdeen breeders. The magazine features breeder profiles, association news, 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 mailed to AAA members and interested parties. No other publication or marketing vehicle reaches this target audience. *The Ledger* will also be distributed digitally as an interactive flip book to producers, influencers and cattle industry professionals.

## 2022 PUBLICATION DATES

Issue	Ad Space Reservation	Issue Mails
Winter 2022	11/23/21	12/16/21
Summer 2022	5/31/22	6/17/22

## SALES REPRESENTATIVE

Contact Sales Rep  
**Darren Richmond**  
to reserve your ad  
space today!



Darren Richmond  
(423) 364-9281  
djrighmd@gmail.com

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THE OFFICIAL PUBLICATION OF THE  
AMERICAN ABERDEEN ASSOCIATION®

## ADVERTISING RATES

AD SIZE	Color	Black Only
Back Cover 4-color only	\$800	n/a
Inside Back Cover 4-color only	\$780	n/a
Inside Front Cover 4-color only	\$780	n/a
Full page	\$750	\$500
Half page	\$500	\$300
Third page	\$420	\$220
Quarter page	\$320	\$170
Brand Ad (1 col. x 1.5")		\$35

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

## AD SIZES / SHAPES

<p>Bleed Page 8.375" x 11"</p> <p>Trim Area 8.125" x 10.75"</p> <p>Live Area 7.28" x 9.856"</p>	<p>Full Page 7.28" x 9.856"</p>	<p>1/2 Page Vertical 3.578" x 9.856"</p> <p>1/3 Page Vertical 2.32" x 9.856"</p>
<p>1/2 Page Horizontal 7.25" x 4.875"</p>	<p>1/3 Page Rectangle 4.75" x 4.875"</p>	<p>1/4 Page Vertical 3.578" x 4.75"</p>
<p>1/3 Page Horizontal 7.25" x 3.375"</p>	<p>1/4 Page Rectangle 4.75" x 3.75"</p>	<p>Brand Ad 2.32" x 1.5"</p>