



**Monthly Rate Card
Number 84 • Effective January 2020**

Published monthly by the
Florida Cattlemen's Association.

The Florida Cattleman has been published in Florida,
since established in 1934.

PERSONNEL

Jim Handley — Managing Editor / FCA Exec. V.P. —
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Production Coordinator — FCMFCA@aol.com

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— FCMFCA_Tim@aol.com

COMMISSION AND CASH DISCOUNT

15% agency commission on material submitted High Reso-
lution PDF, TIFF, JPG or equivalent files, and submitted on
CD or via email. **AGENCY COMMISSION ALLOWED ONLY
ON ONE-HALF PAGE OR LARGER PLACEMENTS FROM
RECOGNIZED AGENCIES ON SPACE, COLOR, IF PAID
WITHIN 30 DAYS.** If payment is **NOT** received on invoice
within 60 days, agencies will forfeit their commission. Cash
discounts for advance payments (2%). Commission not
allowed on printer's production charges, typeset, backup,
tip-ins.

**PUBLISHER'S COPY PROTECTIVE
CLAUSE**

Advertisers and advertising agencies assume liability for all
content (including text, representation and illustrations) of
advertisements printed, and also assume responsibility for
any claims arising therefrom made against the publisher.
Publisher reserves the right to reject any advertising.

LIABILITY FOR PAYMENT

Publisher reserves right to hold advertiser and/or its adver-
tising agency jointly and severally liable for payment due
to the publisher.

MECHANICAL REQUIREMENTS

Sheet-fed offset. Trim size: 8.375 x 10.875. Column width 13
picas or 2-1/8 inches. 18 points between columns, 3 columns
to page. Advertising columns 60 picas or 10 inches deep.
Live area per page 7x10. Ad layout and design available.

INSERTS

2-page inserts sold at twice the single page rate plus tip
in charge. 4-page inserts billed at three times the single
page rate. 8-page inserts billed at six times the single page
rate. Postcard inserts quoted on request. Inserts must be
suitable for perfect binding. PLEASE CALL FOR SPECI-
FICATIONS OF INSERT BEFORE PRINTING. Bindery or
back-up charges non-commissionable. Materials which do
not conform to mechanical specification will be subject to
additional charges.

ADVERTISING RATES

Contracts or insertions may be cancelled prior to closing
date. Frequency rates will be retroactive when earned; short
rates will be charged when advertiser fails to earn frequency
rate. Sizes different from those shown below will be billed
at \$42 per column inch.

Black & White.....	1 time.....	6 times	12 times
One page.....	\$683.....	\$620	\$557
2/3 page.....	499.....	457	415
1/2 page.....	383.....	352	320
1/3 page.....	280.....	255	230
1/4 page.....	272.....	249	225
1/6 page.....	160.....	145	132
1/12 page.....	92.....	85	77
1/24 page.....	42.....	39	34

NEW Color Rates (4/Color Process)

Full Page	ADD \$300
2/3 Page	ADD \$300
1/2 Page	ADD \$200
1/3 Page	ADD \$120
1/4 Page	ADD \$100
1/6 Page	ADD \$50
1/12 Page	ADD \$15
1/24th Page	ADD \$10
Standard AAAA (Yellow, Magenta, Cyan).....	ADD \$130

SPECIAL POSITION

Publisher makes no guarantee for special position. If avail-
able, and not in conflict with the style and standard layout
of the publication, special position is subject to 20 percent
extra charge. Rates for cover positions quoted on request
when positions are available.

BLEED

All outside bleeds should allow 1/8 inch for trim.

DISPLAY CLASSIFICATIONS

All advertisers must use minimum 1/24th page per month, 12
consecutive months, in order to be eligible for 12-issue rate
on all space; or insert 12 full pages during a 12-month period.

ISSUANCE AND CLOSING DATES

Published monthly. Closing date for space reservation 1st
of month, copy deadline 5th of month preceding. No exten-
sions for non-camera ready materials. **Cancellations by
the advertiser or its agency not acceptable after closing
date (5th of month). A 50% charge will be accessed for
cancellations after the 5th of the month.**

MISCELLANEOUS CHARGES

There will be an additional charge if you request that we
contact another magazine to provide any photos or ads
to us. This charge is passed on to the magazine by these
companies therefore we must charge you for what we are
billed. Any changes after the 10th of month will incur an
additional \$40 charge for change-outs at press if available.

CLASSIFIED ADVERTISING

Classified line ads, \$35 minimum charge for up to 25 words.
80 cents per additional word. No frequency discount. Classi-
fied display advertisements available for \$45 per column inch.

CIRCULATION

The Florida Cattleman and Livestock Journal distributes ap-
proximately 5,200 copies per month. Circulation varies from
month to month. Contact the Journal for current circulation.

The Florida Cattleman is devoted to serving the beef in-
dustry in Florida. It is the official publication of the Florida
Cattlemen's Association.

DIMENSIONS (Inches)

1 page.....	7 x 10
2/3 page.....	4-5/8 x 10
1/2 page vertical	4-5/8 x 7-3/8
1/2 page horizontal	7 x 4-7/8
1/3 page vertical	2-1/8 x 10
1/3 page horizontal	4-5/8 x 4-7/8
1/4 page vertical	2-1/8 x 7-3/8
1/4 page horizontal	4-5/8 x 3-5/8
1/6 page vertical	2-1/8 x 4-7/8
1/6 page horizontal	4-5/8 x 2-3/8
1/12 page.....	2-1/8 x 2-3/8
1/24 page.....	2-1/8 x 1-3/16

THE MARKET

With approximately two million head of beef cattle, Florida is the **3rd largest** beef-producing state east of the Mississippi River and **10th** in the nation in beef cows. Ranches of 1,000 or more head comprise **44 percent** of the Florida beef cattle market, utilizing large quantities of equipment, fertilizer, feed, animal health products, and ranch supplies.

A commercial cow/calf-producing state, Florida feeder calves are shipped to stocker operations and feedlots located in other states. The state's vast cattle ranching and agribusiness operations have created a continual demand for industry-related materials, products, and services, with animal health products and new equipment rating high in market demand.

Readers of The Florida Cattleman own **over 90 percent** of Florida's cattle, representing a clear majority in industry readership. Don't take our word for it, ask a Florida cattleman; or ask a member of Florida's growing agribusiness community who calls on Florida cattle producers. It's a unique market reached best in the cattle producers' own publication — **The Florida Cattleman.**

SERVICE ISSUES

- January** Research
- February** Environmental-Legislative
- March** Brahman
- April** Forage / Pasture Management
- May** Animal Health
- June** Convention
- July** Continental Breeds
Charolais, Gelbvieh,
Limousin, Pinzgauer, Salers,
Simmental, etc.
- August** Youth / Juniors
- September** Brangus
- October** Better Bulls
- November** Angus
- December** American Breeds
Barzona, Beefmaster, Bra-
ford, Brahmousin,
Bralers, Brangus, Charbray,
Santa Gertrudis, Simbrah,
Texas Longhorn, etc.

COPY DEADLINES

Reserve your space by
1st of month preceding.
For proof to be mailed, copy must be in by
25th of 2nd month preceding.

Call: (407) 846-8025 or 1-800-460-2648

Email: FCMFCA@AOL.COM



RATE CARD

Effective January 2020

For Information:

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& Livestock Journal**
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