



SANTA GERTRUDIS USA

The Official Publication of the Santa Gertrudis Breeders International

Ad Sales Representative

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

Santa Gertrudis The Preferred American Beef Breed

Santa Gertrudis USA is the official publication of the Santa Gertrudis Breeders International (SGBI) association. It serves as the voice of SGBI and the Santa Gertrudis breed, and reaches purebred and commercial Santa Gertrudis breeders around the world. *Santa Gertrudis USA* is the **only** publication guaranteed to reach Santa Gertrudis breeders month after month, year after year.

Each issue contains information on SGBI events and news, production articles, show and sale results, as well as member news and personal interest items. Each of these topics are ones requested by our readers – guaranteeing that those who get the magazine spend time reading it, which means they spend time looking at YOUR ad.

Whether you're looking to reach serious, long-term Santa Gertrudis breeders or new breeders who are catching the Santa Gertrudis fever, count on *Santa Gertrudis USA* to deliver your marketing message. With a variety of advertising options – display, co-op or brand ads – this publication will reach your potential customers. Contact Sales Representative Darren Richmond today at (423) 364-9281 or djrichmd@gmail.com.

Editorial Calendar & Ad Reservation Deadlines

Month	Topic	Deadline
JANUARY	Herd Sire	Dec. 1
FEBRUARY	Annual Meeting Preview	Jan. 1
MARCH	National Show	Feb. 1
APRIL	Affiliate/Breed Promotion	March 1
MAY	Focus on Females	April 1
JUNE	Annual Meeting	May 1
JULY	Environment	June 1
AUGUST	Junior Show	July 1
SEPTEMBER	Performance	Aug. 1
OCTOBER	Membership	Sept. 1
NOVEMBER	Marketing	Oct. 1
DECEMBER	Business & Finance	Nov. 1

Advertising Space Rates for Black & White

Ad Size	1x	3x	12x
Full Page	\$530	\$510	\$465
Junior Page	\$320	\$310	\$290
1/2 Page	\$295	\$280	\$260
1/3 Page:	\$200	\$195	\$175
1/4 Page:	\$165	\$160	\$140
1/6 Page:	\$115	\$110	\$100
Column Inch:	\$25	N/A	N/A
Brand Ad:	\$300 per year paid in advance. Runs all 12 issues.		

Advertising Space Rates for Color

Ad Size	1x	3x	12x
Full Page	\$880	\$860	\$815
Junior Page	\$520	\$510	\$490
1/2 Page	\$495	\$480	\$460
1/3 Page:	\$375	\$370	\$350
1/4 Page:	\$315	\$310	\$290
Back Cover	N/A	N/A	\$880
Inside Back Cover	\$880	\$880	\$830
Inside Front Cover	\$880	\$880	\$830

Sale Catalogs

Sale catalogs can be inserted into *Santa Gertrudis USA* at very cost effective rates, allowing your catalog to reach the entire SGBI membership. BluePrint Media can design and layout your catalog for you (per individual quote/additional charge), or you can have it done elsewhere and still insert it in *Santa Gertrudis USA*. Includes 200 extra catalogs sent directly to you.

4C Covers	\$250	Overruns
4C throughout	\$230	Overruns of your <i>Santa Gertrudis USA</i> ad are also available at cost effective rates. Please contact us for a quote.
Black & White pages	\$150	

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.

Ad prices include 2.5 hours of graphic design time and two opportunities to make changes. All design time after 2.5 hours and/or the third ad proof will be billed at \$50 per hour.

Advertisers whose materials arrive after the deadline will only be allowed corrections in sale date, sale time, sale location or phone number.

Cancellations

Ad space reserved but cancelled or not filled will be billed at full rate.

Terms

Finance charges of 1.5% may be added to balances more than 30 days past due. New ads will not be accepted from delinquent advertisers.



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Ad Specifications

Digital Print-Ready Ads

- Print-ready means the ad is complete and needs no alteration.
- We prefer print-ready ads be submitted in electronic format either on disk, via email or on our 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, Photoshop or Illustrator with all linked graphics and fonts.
- 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.

Materials for Ads We Design

We accept ad materials in the following formats:

- Ad copy mailed to us or a Word or text file emailed to us.
- Photographs either shipped to us for scanning or emailed to us in high resolution digital form.
- Graphics (logos) either shipped to us for scanning or emailed 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; Microsoft Publisher files, Excel files.

Deadlines & Mailing

Advertising space must be reserved and all materials must be received in our office by the first of the previous month preceding publication. Example: June 1 for a July publication. Print ready materials are due by the 10th of the month. Magazine mails to arrive between the first and the 10th of each month.

Color

CMYK process color is used in the magazine. PMS colors are available for an additional charge.

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 email or placed on our FTP site. Call for FTP instructions.

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

Ad Sizes / Shapes

<p>Bleed Page 8.375" x 11" Trim: 8.125" x 10.75" Live: 7.28" x 9.856"</p>	<p>Full Page 7.28" x 9.856"</p>	<p>Junior Page 4.798" x 7.5"</p>
<p>1/2 Page Horizontal 7.28" x 4.875"</p>	<p>1/2 Page Vertical 3.578" x 9.856"</p>	<p>1/4 Page Vertical 3.578" x 4.75"</p>
<p>1/3 Page Horizontal 7.28" x 3.375"</p>	<p>Brand Ad 2.315" x 1"</p>	<p>1/3 Page Vertical 2.315" x 9.856"</p>
		<p>1/3 Page Rectangle 4.798" x 4.875"</p>
		<p>1/4 Page Rectangle 4.75" x 3.75"</p>

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Santa Gertrudis Breeders International

P.O. Box 1257 • Kingsville, Texas 78364

Phone: (361) 592-9357 • Fax: (361) 592-8572

info@santagertrudis.com • www.santagertrudis.com

Publisher: BluePrint Media LLC

4332 Dixon Street • P.O. Box 427 • Timnath, CO 80547

Phone: (970) 498-9306

Jessie Topp-Becker: Managing Editor

(701) 307-0772 • jbecker@blueprintma.com

Lisa Bard: Editor

(970) 498-9306 • lbard@blueprintma.com

Kathie Bedolli: Creative Director

(970) 568-8219 • kbedolli@blueprintma.com