

SANTA GERTRUDIS *Source*

The Official Publication of Santa Gertrudis Breeders International



MEDIA GUIDE

SANTA GERTRUDIS *Source*

New Look. New Name. Same Outstanding Publication.

Our readers asked, *we listened*. Armed with results from a recent reader survey, we've launched a completely new design, refreshed editorial and renamed SGBI's official publication, *Santa Gertrudis Source*.

Come, be part of the excitement - advertise in *Santa Gertrudis Source*!

WHY ADVERTISE IN SANTA GERTRUDIS SOURCE?

The official publication of Santa Gertrudis Breeders International (SGBI), *Santa Gertrudis Source* serves as the voice of SGBI and the Santa Gertrudis breed while reaching purebred and commercial Santa Gertrudis breeders around the world. When you advertise in *Santa Gertrudis Source*, you gain access to serious, long-term Santa Gertrudis breeders as well as commercial cattlemen who are recognizing the value of Santa Gertrudis.

The topics covered in *Santa Gertrudis Source* are requested by our readers - guaranteeing that those who get the magazine spend time reading it, which means they spend time looking at YOUR ad.

SANTA GERTRUDIS SOURCE READER SURVEY RESULTS

80%
Read at least $\frac{3}{4}$
of every
issue

70%

Of households receiving *Santa Gertrudis Source*, more than one person reads each issue.

69%

Contacted a Santa Gertrudis breeder as a direct result of an ad published in *Santa Gertrudis Source*.

AD RESERVATION DEADLINE

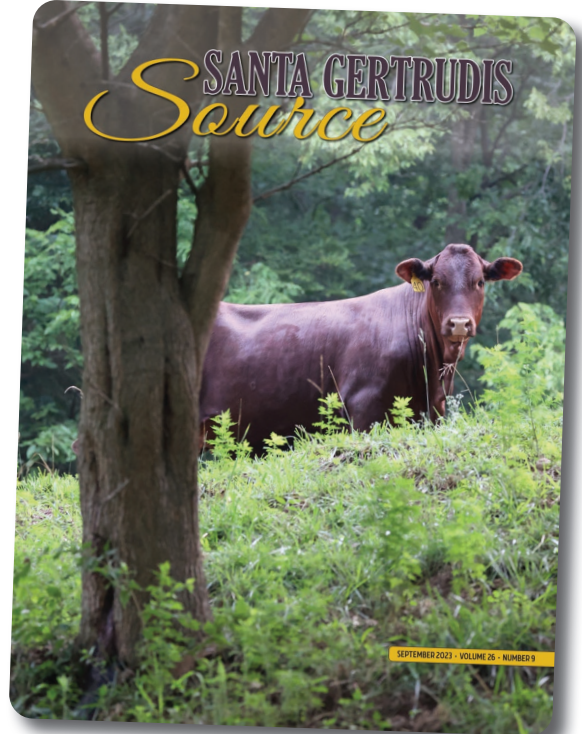
Santa Gertrudis Source is published 12 times per year. Reserve your ad space by the first day of the month prior to publication date. (i.e., Dec. 1 for the January issue).

**CONTACT ME TODAY TO GET STARTED
WITH YOUR AD!**

DARREN RICHMOND

Ad Sales Representative

(423) 364-9281 ■ djrichmd@gmail.com



Santa Gertrudis Source is published 12 times per year.

SPACE RATES FOR COLOR

AD SIZE	1X	3X	12X
Back Cover	N/A	N/A	\$880
Inside Back Cover	\$880	\$880	\$830
Inside Front Cover	\$880	\$880	\$830
Full Page	\$880	\$860	\$815
1/2 Page	\$495	\$480	\$460
1/3 Page	\$375	\$370	\$350
1/4 Page	\$315	\$310	\$290

SPACE RATES FOR BLACK & WHITE

AD SIZE	1X	3X	12X
Full Page	\$530	\$510	\$465
1/2 Page	\$295	\$280	\$260
1/3 Page	\$200	\$195	\$175
1/4 Page	\$165	\$160	\$140
Brand Ad	\$300 per year paid in advance. Runs all 12 issues.		
Column Inch	\$25	N/A	N/A

AD SPECIFICATIONS

Digital Print-Ready Ads

- Complete and no alterations required.
- Submit as press-optimized, high-resolution PDFs with all fonts and graphics embedded; Photoshop (PSD or TIFF) or Illustrator (EPS) with all linked graphics and fonts.
- We DO NOT accept Word, PowerPoint, Excel or Publisher files or any other format not specifically listed as print-ready ads. Material sent in these formats will be considered ads we design.

Materials for Ads We Design

- Ad copy mailed or emailed as a Word or text file.
- Photographs emailed in high-resolution digital form or mailed for scanning. If using a digital camera or cell phone, shoot at the highest quality mode (1200 x 800 minimum). DO NOT reduce file size when emailing or texting photo as it reduces quality.
- Graphics (logos) emailed in high-resolution digital form or mailed for scanning.
- **Materials not acceptable:** any graphic placed in Word; low-resolution photographs; low-quality graphics; images taken from websites or Microsoft Publisher files.

Color

- CMYK process color used throughout magazine.

MAGAZINE SPECIFICATIONS

- Printed on 100-lb. cover and 70-lb. body, gloss stock
- Saddle stitch binding

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 \$60 per hour.
- Advertisers whose materials arrive after the deadline will only be allowed corrections in sale date, sale time, sale location or phone number.

DEADLINES & MAILING

Advertising space must be reserved and all materials must be received in our office by the first of the 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 10th of each month.*

CANCELLATIONS AND PAYMENT TERMS

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

SALE CATALOG INSERTS

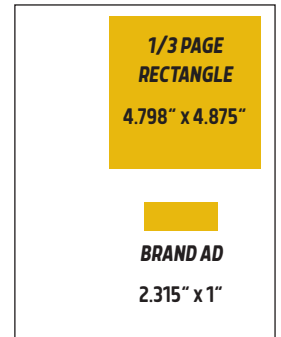
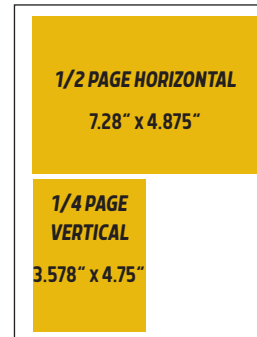
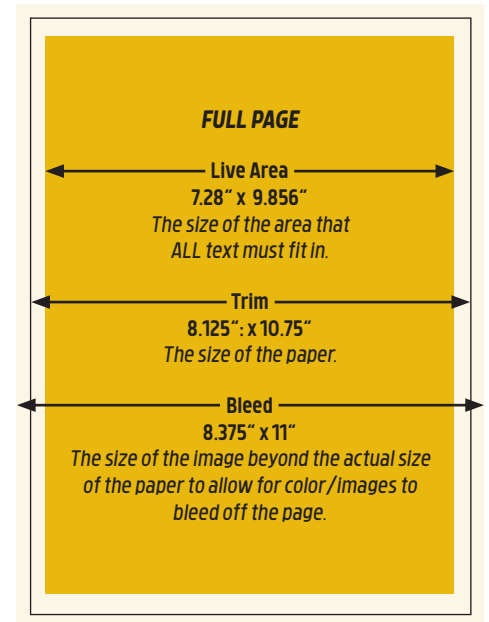
Sale catalogs can be polybagged with *Santa Gertrudis Source* at very cost effective rates, allowing your catalog to reach the entire SGBI membership. BluePrint Media can design the catalog for you (*quoted and charged separately*), or you can have it done elsewhere and polybag it with the magazine.

4C covers \$250/page
B&W pages \$150/page
4C throughout per quote

**Pricing includes 200
extra catalogs sent
directly to you!**



ILLUSTRATED AD SIZES



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