

# CHAROLAIS



American-International  
Charolais Association



**PRINT & DIGITAL**

**MEDIA  
KIT**

# Print **ADVERTISING**

## CHAROLAIS

JOURNAL

### BREEDER ADVERTISING SPACE

BLACK & WHITE	1X	11X
1 PAGE	\$750	\$650
2/3 PAGE	\$550	\$485
1/2 PAGE (HORIZONTAL)	\$450	\$375
1/2 PAGE (VERTICAL)	\$500	\$400
1/3 PAGE	\$300	\$250
1/4 PAGE	\$250	\$200
1/6 PAGE	\$200	\$150
1 INCH	\$50	\$35
POSITION PAGES (PAGE 1-7)	\$1,150	-
INSIDE COVERS	\$1,200	-
BACK COVER	\$1,300	-

**TRIM: 8.5" X 11"**

**MARGINS: ALLOW 0.5" MARGIN ON ALL SIDES**

**BLEEDS: ALLOW 0.25" BEYOND TRIM**

With the exception of background images, any page content (type, photos or logos) should not extend into the 0.5" margin surrounding the live margin area. The Charolais Journal is not responsible for content in this area which is trimmed as part of the printing and trimming process.

**LIVE MARGIN AREAS:**

1 page: 7.5" x 10"

2/3 page: 4.875" x 10"

1/2 page (Horizontal): 7.5" x 4.875"

1/2 page (Vertical): 4.875" x 7.5"

1/3 page: 2.375" x 10" or 4.8125" x 5"

1/4 page: 3.625" x 5" or 1.75" x 10"

1/6 page: 4.8125" x 2.5"

1 column inch: 2.3125" x 1"

### CLASSIFIEDS

**RATE: \$1 per word, \$25 minimum, paid in advance.** Deadline is the 25th of the 2nd month preceding publication. Difficult ads requiring substantial extra production time will be charged a minimum \$50/ hour rate. If you prefer no extra charges, request that the Journal staff simplify the ad if necessary at their discretion.

COLOR	
1 STANDARD ADDITIONAL COLOR- red or blue (availability basis)	\$175
1 NON-STANDARD COLOR- (availability basis)	\$275
4-COLOR	\$475
SPECIAL COLOR	\$475
METALLIC COLOR	\$600

**3,000+**  
**SUBSCRIBERS**

**10,000+**  
**PAGE VIEWS ONLINE**



# CHAROLAIS *edge*

## AD SIZES & SPECIFICATIONS

**TRIM: 10.75" X 12"**

**MARGINS: ALLOW 0.5" MARGIN ON ALL SIDES**

**BLEEDS: NO BLEEDS, PLEASE**

With the exception of background images, any page content (type, photos or logos) should not extend into the 0.5" margin surrounding the live margin area. The Charolais Journal is not responsible for content in this area which is trimmed as part of the printing and trimming process.

**LIVE MARGIN AREAS:**

1 page: 10" x 10.75"

1/2 page (Horizontal): 10" x 5.25"

1/2 page (Vertical): 4.875" x 10.75"

1/4 page: 4.875" x 5.25"

## AD RATES

BLACK & WHITE	1X
1 PAGE	\$750
1/2 PAGE (VERTICAL)	\$550
1/2 PAGE (HORIZONTAL)	\$500
1/4 PAGE	\$350
BACK COVER	\$1,050
POSITION PAGES (PAGE 1-7)	\$950*
MIDDLE SPREAD	\$1,800

\* includes pages 3,5, inside back, and special position requests

## PUBLICATION DATES

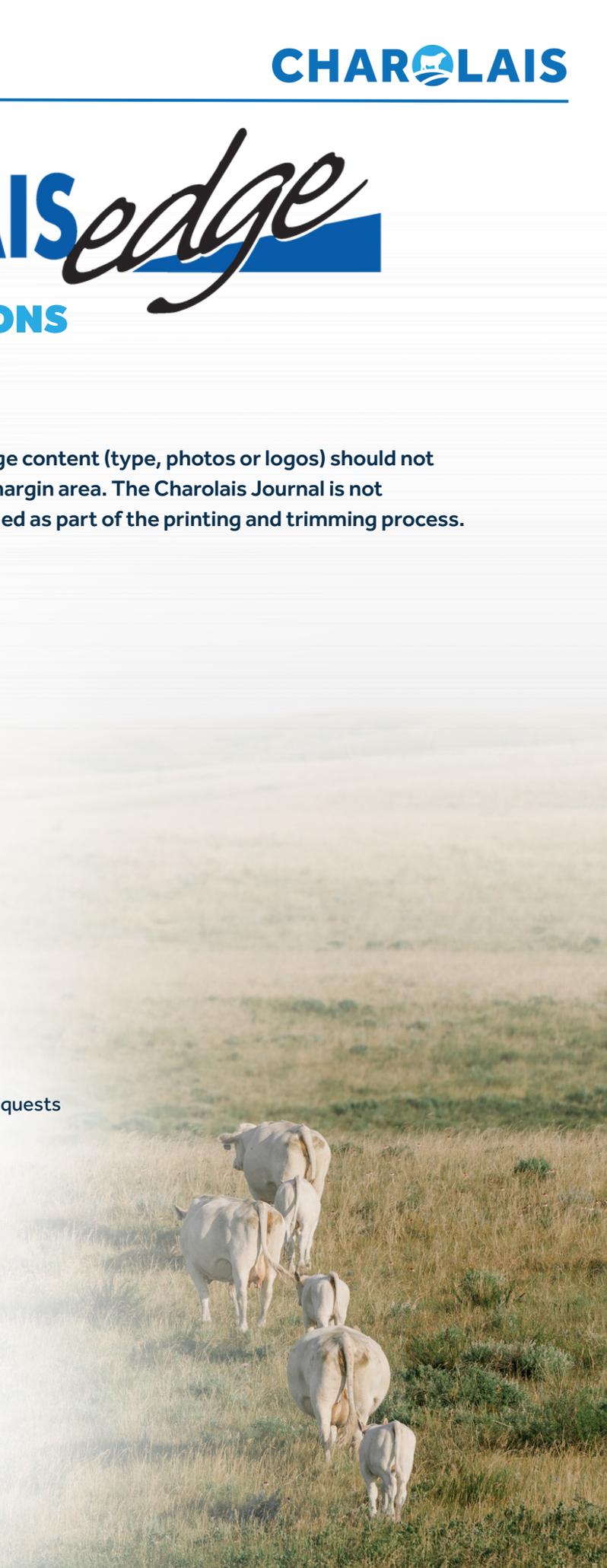
March Issue

## ADVERTISING DEADLINE

January 20

## CIRCULATION

5,000



With more than **300 MILLION SOCIAL MEDIA USERS** in the U.S., delivering your ads to our targeted audiences active in social media platforms makes perfect sense to attract new clients and re-engage your past buyers

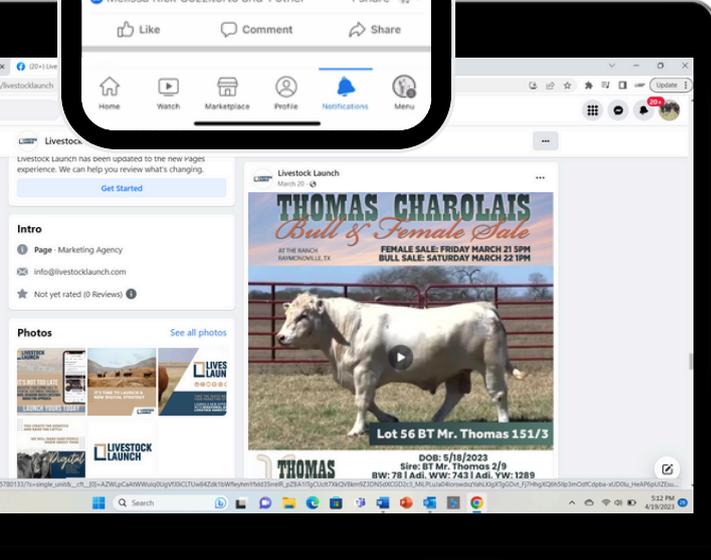
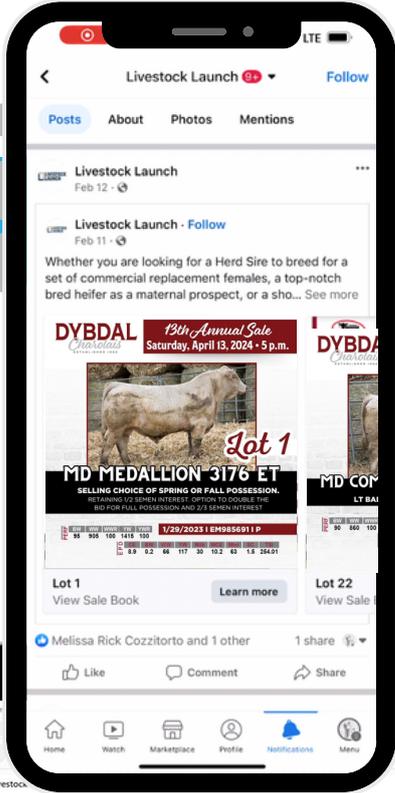
# SOCIAL MEDIA ADS

## CAROUSEL (DISPLAY OR VIDEO)

- Ad design available
- File Size: Maximum 30 MB per image/video.
- File Type: JPG, PNG (for display) or MP4 (for video).
- Video Length: Max 240 minutes, but 6 to 45 seconds is ideal for engagement.
- Dimensions: 1080x1080 (square format).

## STANDALONE (DISPLAY OR VIDEO):

- File Size: Max 30 MB per image/video.
- File Type: JPG, PNG (for display) or MP4 (for video).
- Video Length: Max 240 minutes, with 6 to 45 seconds recommended for engagement.
- Dimensions: 1080x1080 (square), 1920x1080 (landscape), and 1080x1920 (portrait).



## IMPRESSIONS/COST SCALE

IMPRESSIONS	DISPLAY	VIDEO COST
10,000 Impr.	n/a	\$700
15,000 Impr.	n/a	\$1,050
20,000 Impr.	\$800	\$1,400
25,000 Impr.	\$1,000	\$1,750
30,000 Impr.	\$1,200	\$2,100
35,000 Impr.	\$1,400	\$2,450
40,000 Impr.	\$1,600	\$2,800
45,000 Impr.	\$1,800	\$3,150
50,000 Impr.	\$2,000	\$3,500



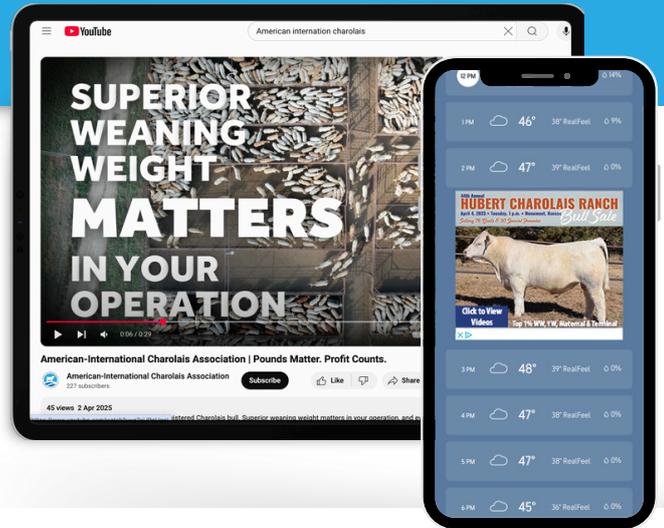
# GOOGLE & YAHOO DISPLAY CAMPAIGNS

## DISPLAY

- Ad design available
- Ad Specs:
  - File Size: Maximum file size of 150 KB per image.
  - File Type: JPG, PNG, GIF, or HTML5 (HTML5 is preferred for animation or interactive ads).
  - Dimensions: 300x250, 336x280, 728x90, 160x600, 320x50, 300x600.
  - Note: Facebook standalone sizes also work here as well utilizing responsive ads (1080x1080, 1920x1080, and 1080x1920).

## VIDEO

- Video editing available
- Video Ad Specs:
  - File Size: Maximum file size of 1 GB.
  - File Type: MP4 (preferred)
  - Video Length: Recommended for performance to keep it under :30.
  - Dimensions: 1920x1080



## IMPRESSIONS/COST SCALE

IMPRESSIONS	DISPLAY	VIDEO COST
10,000 Impr.	n/a	\$700
15,000 Impr.	n/a	\$1,050
20,000 Impr.	\$800	\$1,400
25,000 Impr.	\$1,000	\$1,750
30,000 Impr.	\$1,200	\$2,100
35,000 Impr.	\$1,400	\$2,450
40,000 Impr.	\$1,600	\$2,800
45,000 Impr.	\$1,800	\$3,150
50,000 Impr.	\$2,000	\$3,500

# CONNECTED TV

## IMPRESSIONS/COST SCALE

10,000 Impr/ \$910	15,000 Impr/ \$1,365
20,000 Impr/ \$1,820	25,000 Impr/ \$2,275

- Video editing available
- Video Ad Specs:
  - File Size: Maximum file size of 500 MB.
  - File Type: MP4 (preferred)
  - Video Length: 6, 15 & 30 seconds
  - Dimensions: 1920x1080



# Web ADVERTISING

## CHAROLAISUSA.COM ADS

Advertise your Charolais operation or upcoming sale. Banner ad across the site, featured sale book on the home page and/or your book on our new Charolais Sale Books page!

### BANNER ADS

Specs: 480 px X 125 px

Rate:

- 1 month ad: \$350
- 2 week ad: \$300

### FEATURED SALE BOOK

Feature your sale book on [www.charolaisusa.com](http://www.charolaisusa.com) homepage.

- Specs: Sale Book Thumbnail
- Rate: \$150/week (first come, first serve)

### SALE BOOK POSTING

Post your sale book on the Charolais Sale Books page

- Specs: Web Resolution Sale Book and/or Link to Sale Book
- Rate: \$250/sale book

## EMAIL BLASTS

Want to reach your customers directly? Email blasts are now offered to drop your advertisement straight into the inbox of thousands! Email blasts work great for upcoming sales or any ad that runs in the Charolais Journal. Email blasts can be linked directly to your website or sale catalog.

### ADVERTISING RATES

E-blast: \$350

Second e-blast for event: \$150

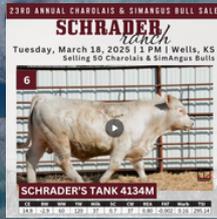
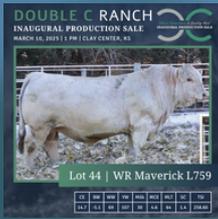
### WEB PACKAGE

1 month banner ad and 1 e-blast: \$550

1 month and 2 e-blasts: \$600



# TURN CUSTOMER BEHAVIOR INTO *action-driven results.*



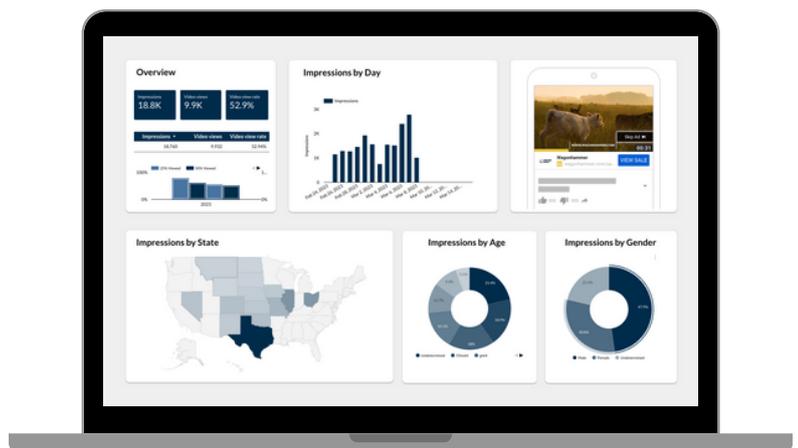
## Optimized RESULTS

You should know how your marketing efforts are performing. We have the ability to continuously optimize and closely monitor your results.

We track key metrics such as impressions, engagement rate, clicks, and click-through rate to measure the success of your campaign.

Understand your target market better with our audience demographic analysis, including: location, gender, age, device usage, and other important factors.

## Let's get CREATIVE



Our team of expert designers is dedicated to creating unique and consistent designs for all your marketing needs, whether it's print or digital. In addition to design services, we offer top-notch photography and videography solutions to bring your brand to life. With our comprehensive approach, you can trust us to deliver a cohesive and compelling visual identity that resonates with your target audience.

**WWW.CHAROLAISUSA.COM**  
**816.464.5977**  
**INFO@CHAROLAISUSA.COM**



## **CANCELLATION POLICY:**

Charges dependent upon stage of production will be invoiced to advertisers who cancel previously submitted advertising. DISCOUNTS A 5% discount for all advertising will be given if prepaid for one year. No agency commissions allowed on breeder rates.

## **CLOSING DATES:**

All advertising copy (including photos) must be in the Charolais Journal office by the 25th of the second month preceding publication, i.e. Jan. 25 for the March issue or the first working day thereafter. A \$100 late fee will be applied to all late advertisements. Proof deadline: 20th of the second month preceding publication, i.e. Jan. 20 for March issue.

## **ADVERTISING CONTENT:**

The Charolais Journal reserves the right to refuse any advertising or copy at its sole discretion. The Charolais Journal assumes no responsibility for the accuracy and truthfulness of submitted advertising containing pedigrees or statements regarding performance. The Charolais Journal accepts no responsibility for the accuracy of any photographs supplied by other than its own staff. Advertisers shall indemnify and hold harmless the Charolais Journal for any claims concerning advertising content as submitted.

## **REPRINTS, CATALOGS AND BROCHURES:**

Advertising and editorial reprints available. Sale catalogs and brochures are produced at special rates. Contact office for prices.

## **BINDING:**

Binding method is normally perfect bound.

## **PUBLICATION DATES:**

11 issues per year:

January, February, March, April, May, June/July, August, September, October, November, December

## **ADVERTISING DEADLINES:**

25th of the second month preceding the publication date (i.e. January 25th for the March issue, etc.)

