



**120 North Rayner • P.O. Box 7655  
Fort Worth, Texas 76111-0655**

**(817) 831-3147 • Fax: (817) 831-3117**

**E-mail:  
service@weeklylivestock.com**

**Website: weeklylivestock.com**

Editor and Publisher  
Ted Gouldy - (1953-1993)  
Publisher  
Rosemary Gouldy - (1993-2002)

**Personnel:**

Editor/Publisher ..... Phil Stoll

Mbl. 817-366-7332

Livestock/Commercial Advertising ..... Ralph Means

Mbl. 817-235-9708

Office Manager/Classified Advertising .. Donna Hamby

Circulation/Production ..... Amy Roberts

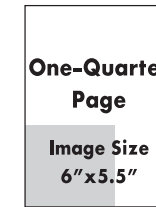
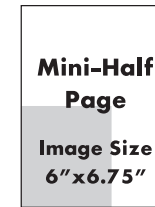
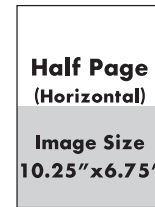
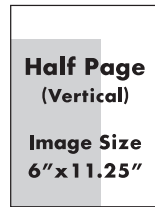
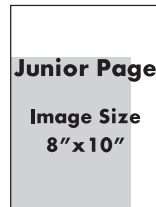
Electronic Publishing ..... Kerrie Bell

Electronic Publishing ..... Janice Murrell

**GENERAL ADVERTISING (DISPLAY):**

	Image Size	1 time	6-13 times
Back Page .....	5 column x 13.5 inches .....	\$1075 .....	\$970
Full Page .....	5 column x 13.5 inches .....	\$975 .....	\$875
Jr. Page .....	4 column x 10 inches .....	\$725 .....	\$650
Full Position .....	3 column x 13.5 inches .....	\$660 .....	\$600
Half Page (Vert) .....	3 column x 11.25 inches .....	\$525 .....	\$480
Half Page (Horiz) .....	5 column x 6.75 inches .....	\$485 .....	\$440
Mini Half .....	3 column x 6.75 inches .....	\$330 .....	\$300
One-Quarter Page .....	3 column x 5.5 inches .....	\$250 .....	\$225
Build-an-ad .....	Any .....	\$15/Inch .....	\$14/Inch

*(Columns are two inches wide, gutters are .0825 wide - five columns per page)*



**ISSUANCE AND CLOSING DATES:**

Published Weekly - Deadline Monday at 4:00 p.m. - Printed Tuesday Evening & Mailed Wednesday Morning - Dated Thursday.

**CIRCULATION AND SUBSCRIPTIONS:**

Established 1897. Circulation PAID. No non-deductible association subs. Single copy \$1.00. One year \$20.00, two years \$28.00, three years \$38.00. Sales tax included where applicable.

**AGENCY COMMISSION:**

Agency Commission 15%, cash discount 2% of net 20 days after date of publication to Recognized Agencies. Livestock Sale Advertising is not commissionable.

**EXTENDED SCHEDULE DISCOUNTS:**

Schedules of 6 to 13 consecutive insertions earn 10% discount. This section does not apply where multiple advertisers instead of individuals, may be represented by one or more. No frequency discounts on cattle sale ads.

**CLASSIFIED RATES:**

Minimum order \$5 per order. Minimum: Box/Border Ad - one inch; Line Ad - 3 lines; Blind Box additional \$6.00.

<b>Box/Border Ad</b> .....	(1 Run) .....	\$16.00/inch per run
2 to 11 Runs .....	.....	\$14.00/inch per run
Contract .....	(12 Runs or more) .....	\$12.00/inch per run
<b>Line Ad</b> .....	(1 Run) .....	\$2.00/per line per run
2 to 11 Runs .....	.....	\$1.80/per line per run
Contract .....	(12 Runs or more) .....	\$1.50/per line per run

Count average 5 words per line, 28 to 34 units, including spaces, to each line. Columns are 2 inches wide.

**SPECIAL SERVICES:**

A minimum charge of \$6.00 will be made when The Reporter assigns a special box number for blind ads to cover postage and service in forwarding replies.

**SPECIAL POSITION:**

Ads inserted in the Livestock Calendar carry the Display Rate of \$16 per column inch, minimum order two column inches, two columns wide by one inch deep.

**SPOT COLOR:**

Add \$100 for each color. Any standard or PMS mix.

**PROCESS COLOR:**

Call for current prices.

**INSERTS:**

Rates, mechanical requirements and shipping instructions on request.

**SPECIFICATIONS FOR ELECTRONIC SUBMISSION****OF ADVERTISING:**

All electronic submissions must be accompanied by a hard copy print out of the document.

Platform: Macintosh

Software: Indesign CS/PageMaker 7; Quark XPress 5.01; Photoshop 7.0/CS 03

Photographs and art: All photographs and art used in ad are to be provided in editable PDF, TIFF or JPG format.

Fonts: All fonts used in the ad are to be provided, as well as any fonts used in building an PDF.

Document Layout: For best results we recommend you supply a native document composed in either Indesign, PageMaker, Quark, or Photoshop, collected to ensure all components are included with file such as fonts, art, photographs, logos, etc.

Document Layout Alternative: via E-mail. Instructions are same as above and are to be sent in a stuffed/compressed format. Caution - sending documents via E-mail may become corrupt during transport, making them unusable, in this instance a secondary/alternative plan must be put into action, such as transferring onto a Zip disk and mailing overnight/express delivery.

Guidelines for sending PDFs: PDFs will be accepted if sized, generated and saved correctly. In generating a PDF, fonts must be embedded and a high resolution must be established within the building of the PDF. Low resolution results in a low quality product.

Please call Kerrie or Janice if you have any questions concerning electronic submissions.

We offer complete in-house production services to all our advertisers at no additional charge to space rates.

We now accept all major credit cards.

**THE WEEKLY LIVESTOCK REPORTER*****More than a newspaper!***

*A full service organization you, your agent or agency can use.*

We offer:

- Extra promotion for Advertisers in the news columns
- Field service and personal contact with and for Advertisers.

**SPECIAL SECTIONS AND BREED NEWS**

First Week Each Month:

Beefmaster • Maine-Anjou  
Simbrah • Hereford & Polled Hereford

Second Week Each Month:

Brahman • Salers • Red Angus • Gelbvieh  
Red Brangus • Longhorn • Braunvieh

Third Week Each Month:

Brangus • Santa Gertrudis • Limousin  
Brahman Influenced Marketing Group

Fourth Week Each Month:

Simmental • Pinzgauer • Angus  
Charolais • Shorthorn • ChiAngus

**SPECIAL ISSUES**

The Weekly Livestock Reporter's  
Southwest Reference

The finest annual magazine in our industry for quality, content and appearance. Published every September. Special rate card on request.

**2 STOCK SHOW ISSUES**

January

Southwestern Exposition & Livestock Show  
Fort Worth, Texas

February

Houston Livestock Show & Rodeo  
Houston, Texas

Write or Call for more information concerning our special issues and/or services.

We will be delighted to serve you.

THE WEEKLY LIVESTOCK REPORTER  
P.O. Box 7655, Fort Worth, TX 76111 • 817-831-3147

THE WEEKLY

**LIVESTOCK REPORTER**

"Established in 1897"

Over 110 Years  
Of Service To The  
Southwest Livestock Industry

**CURRENT RATE CARD**

**Effective September 1, 2010**

120 N. Rayner Street • P.O. Box 7655

Fort Worth, Texas 76111-0655

817-831-3147

817-831-3117, Fax

E-mail:

service@weeklylivestock.com  
production@weeklylivestock.com

Website: weeklylivestock.com

**More News • More Response  
More Readership**