

# Book Your Ad Today!

*Advertise in The Boer Goat*

*Reach 6,000 readers each issue!*

## Issue Themes

<i>Winter</i> Health & Nutrition Doe Issue	<i>Summer</i> National Show Issue Reproduction
<i>Spring</i>  Buck Issue National Show Rules	<i>Fall</i> Junior Issue Meat Industry Section Management Section

## Specifications

### Digital Print-Read Ads

- Print-ready means the ad is complete and needs no alteration.
- Print-ready ads should be submitted in electronic format via email as press-optimized, high-resolution PDFs with all fonts and graphics embedded.
- High resolution jpg, tiff, or eps files also accepted. Word, PowerPoint, Publisher or any other format will not be accepted.

### Terms

- Ads must be paid for in full before they will be printed. New ads will not be accepted from delinquent advertisers.

### Cancellations

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

### Mailing

- Magazine mails to arrive at the end of the first month listed for the issue.

## Ad Sales

**Karla Blackstock**  
editor@abga.org

## Ad Rates

Size	Type	1x	2x	4x
Back Cover	Color	\$1,300	N/A	N/A
Inside Back Cover/ Inside Front Cover	Color	\$1,000	N/A	N/A
Center Spread	Color	\$1,300	\$1,250	\$1,200
Two-Page Spread	Color	\$1,000	\$950	\$900
Full Page	Color	\$800	\$775	\$750
Two Thirds	Color	\$575	\$550	\$525
Half Page	Color	\$475	\$450	\$425
Third Page	Color	\$300	\$300	\$275
Quarter Page	Color	\$250	\$250	\$225
Business Card	Color	N/A	N/A	\$300
Business Card	B/W	N/A	N/A	\$150

## Ad Sizes

Size	Live	Trim	Bleed
Back Cover	7.625 x 8	8.375 x 8.625	8.625 x 8.75
Full Page	7.625 x 9.75	8.375 x 10.75	8.625 x 11
Two Thirds	7.625 x 6.5	8.375 x 7	8.625 x 7.125
Half Page	7.625 x 4.9	8.375 x 5.5	8.625 x 5.625
Third Page	5 x 5	N/A	N/A
Quarter Page	3.75 x 4.9	N/A	N/A
Business Card	2.25 x 1.25	N/A	N/A

## Deadlines

Issue	Ads Booked	Content Received
Winter	Jan. 1	Jan. 15
Spring	April 1	April 15
Summer	July 1	July 15
Fall	Oct. 1	Oct. 15