

CATTLE TODAY

204 TEMPLE AVE. S • FAYETTE, AL 35555 • 205/932-8000

June 1, 2011

Int'l Red Brangus Association
Mr. John Liechty
1260 Pin Oak Rd. #204
Katy, TX 77494

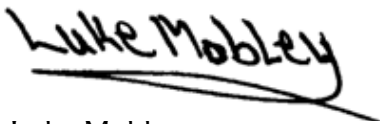
Dear Mr. Liechty,

CATTLE TODAY will be printing our Purebred Reference Issue on July 16, 2011. We are already expecting a bigger and better issue this year and we hope you will take this opportunity to promote your breed to the 15,000 cattle producers that read CATTLE TODAY.

Enclosed is a copy of last year's issue and a current rate card. Contact us before July 9 to be included in this special issue.

If I can answer any questions for you or be of any other assistance about this special issue please give me a call at 205-270-0999, email me at sales@cattletoday.com or call the office at 800-548-5029.

Sincerely,



Luke Mobley
Advertising/Livestock Field Services

CATTLE TODAY

204 TEMPLE AVE. S. • FAYETTE, AL 35555 • (205) 932-8000

Rate Card

Effective
September 1, 2009

204 Temple Avenue South
Fayette, Alabama 35555

Luke Mobley

Telephone 205/932-8000 • 1-800-548-5029

E-mail: sales@cattletoday.com

www.cattletoday.com

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GENERAL ADVERTISING (DISPLAY)

Full Page _____	\$1100.00
Jr. Page (4 col. X 10) _____	\$750.00
1/2 Page _____	\$635.00
1/4 Page _____	\$320.00
1/8 Page _____	\$165.00
One Column Inch _____	\$20.00

Frequency discounts available. Call office for information.
(Discount varies with size of ad.)

COLOR

Add \$125 for each additional color. Four color \$400.

CLASSIFIED RATES

Minimum order \$10.00 for 25 words or less. 25 cents for each extra word. Minimum classified display one inch.

Display _____	\$20.00/inch
4 Times _____	\$19.00/inch
Contract _____	\$18.00/inch

INSERTS

Rates available on request.

PAGE SIZE

13 inches deep. 10 1/8 inches wide. Five columns to page.
Column width 2 inches (12 picas)

SUBSCRIPTIONS

One year subscription \$15.00.

RING SERVICE

Please call the office for information.

ISSUANCE AND CLOSING DATES

Published on the 1st and 3rd Saturday of each month,
with the exception of December (second Saturday only).
Advertising deadline is eight days prior to publication.

SPECIAL ISSUES

A.I./Herd Bull Issue, Second issue in February;
Purebred Reference Issue, Second issue in July.