

# The Florida Cattleman

AND LIVESTOCK JOURNAL

## Monthly Rate Card Number 87 • Effective January 2024

Published monthly by the  
Florida Cattlemen's Association.

The Florida Cattleman has been published in Florida,  
since established in 1934.

### PERSONNEL

**Jim Handley** — Managing Editor / FCA Exec. V.P. —  
jim@floridacattlemen.org

**Barbara S. Bird** — Editor / Advertising /  
Production Coordinator — barbara@floridacattlemen.org

### COMMISSION AND CASH DISCOUNT

15% agency commission on material submitted High Resolution PDF, TIFF, JPG or equivalent files, and submitted on CD or via email. **AGENCY COMMISSION ALLOWED ONLY ON ONE-HALF PAGE OR LARGER PLACEMENTS FROM RECOGNIZED AGENCIES ON SPACE, COLOR, IF PAID WITHIN 30 DAYS.** If payment is **NOT** received on invoice within 60 days, agencies will forfeit their commission. Cash discounts for advance payments (2%). Commission not allowed on printer's production charges, typeset, backup, tip-ins.

### PUBLISHER'S COPY PROTECTIVE CLAUSE

Advertisers and advertising agencies assume liability for all content (including text, representation and illustrations) of advertisements printed, and also assume responsibility for any claims arising therefrom made against the publisher. Publisher reserves the right to reject any advertising.

### LIABILITY FOR PAYMENT

Publisher reserves right to hold advertiser and/or its advertising agency jointly and severally liable for payment due to the publisher.

### MECHANICAL REQUIREMENTS

Sheet-fed offset. Trim size: 8.375 x 10.875. Column width 13 picas or 2-1/8 inches. 18 points between columns, 3 columns to page. Advertising columns 60 picas or 10 inches deep. Live area per page 7x10. Ad layout and design available.

### INSERTS

2-page inserts sold at twice the single page rate plus tip in charge. 4-page inserts billed at three times the single page rate. 8-page inserts billed at six times the single page rate. Postcard inserts quoted on request. Inserts must be suitable for perfect binding. PLEASE CALL FOR SPECIFICATIONS OF INSERT BEFORE PRINTING. Bindery or back-up charges non-commissionable. Materials which do not conform to mechanical specification will be subject to additional charges.

### ADVERTISING RATES

Contracts or insertions may be cancelled prior to closing date. Frequency rates will be retroactive when earned; short rates will be charged when advertiser fails to earn frequency rate. Sizes different from those shown below will be billed at \$42 per column inch.

Black & White.....	1 time.....	6 times .....	12 times
One page.....	\$683.....	\$620 .....	\$557
2/3 page.....	499.....	457 .....	415
1/2 page.....	383.....	352 .....	320
1/3 page.....	280.....	255 .....	230
1/4 page.....	272.....	249 .....	225
1/6 page.....	160.....	145 .....	132
1/12 page.....	92.....	85 .....	77
1/24 page.....	42.....	39 .....	34

### NEW Color Rates (4/Color Process)

Full Page .....	ADD \$300
2/3 Page .....	ADD \$300
1/2 Page .....	ADD \$200
1/3 Page .....	ADD \$120
1/4 Page .....	ADD \$100
1/6 Page .....	ADD \$50
1/12 Page .....	ADD \$15
1/24th Page .....	ADD \$10
Standard AAAA (Yellow, Magenta, Cyan).....	ADD \$130

### SPECIAL POSITION

Publisher makes no guarantee for special position. If available, and not in conflict with the style and standard layout of the publication, special position is subject to 20 percent extra charge. Rates for cover positions quoted on request when positions are available.

### BLEED

All outside bleeds should allow 1/8 inch for trim.

### DISPLAY CLASSIFICATIONS

All advertisers must use minimum 1/24th page per month, 12 consecutive months, in order to be eligible for 12-issue rate on all space; or insert 12 full pages during a 12-month period.

### ISSUANCE AND CLOSING DATES

Published monthly. Closing date for space reservation 1st of month, copy deadline 5th of month preceding. No extensions for non-camera ready materials. **Cancellations by the advertiser or its agency not acceptable after closing date (5th of month). A 50% charge will be accessed for cancellations after the 5th of the month.**

### MISCELLANEOUS CHARGES

There will be an additional charge if you request that we contact another magazine to provide any photos or ads to us. This charge is passed on to the magazine by these companies therefore we must charge you for what we are billed. Any changes after the 10th of month will incur an additional \$40 charge for change-outs at press if available.

### CLASSIFIED ADVERTISING

Classified line ads, \$35 minimum charge for up to 25 words. 80 cents per additional word. No frequency discount. Classified display advertisements available for \$45 per column inch.

### CIRCULATION

The Florida Cattleman and Livestock Journal distributes approximately 5,200 copies per month. Circulation varies from month to month. Contact the Journal for current circulation.

The Florida Cattleman is devoted to serving the beef industry in Florida. It is the official publication of the Florida Cattlemen's Association.

### DIMENSIONS (Inches)

1 page.....	7 x 10
2/3 page.....	4-5/8 x 10
1/2 page vertical .....	4-5/8 x 7-3/8
1/2 page horizontal .....	7 x 4-7/8
1/3 page vertical .....	2-1/8 x 10
1/3 page horizontal .....	4-5/8 x 4-7/8
1/4 page vertical .....	2-1/8 x 7-3/8
1/4 page horizontal .....	4-5/8 x 3-5/8
1/6 page vertical .....	2-1/8 x 4-7/8
1/6 page horizontal .....	4-5/8 x 2-3/8
1/12 page.....	2-1/8 x 2-3/8
1/24 page.....	2-1/8 x 1-3/16

## THE MARKET

With approximately two million head of beef cattle, Florida is the **3rd largest** beef-producing state east of the Mississippi River and **10th** in the nation in beef cows. Ranches of 1,000 or more head comprise **44 percent** of the Florida beef cattle market, utilizing large quantities of equipment, fertilizer, feed, animal health products, and ranch supplies.

A commercial cow/calf-producing state, Florida feeder calves are shipped to stocker operations and feedlots located in other states. The state's vast cattle ranching and agribusiness operations have created a continual demand for industry-related materials, products, and services, with animal health products and new equipment rating high in market demand.

Readers of The Florida Cattleman own **over 90 percent** of Florida's cattle, representing a clear majority in industry readership. Don't take our word for it, ask a Florida cattleman; or ask a member of Florida's growing agribusiness community who calls on Florida cattle producers. It's a unique market reached best in the cattle producers' own publication — **The Florida Cattleman.**

## SERVICE ISSUES

- January ..... Research
- February ..... Environmental-Legislative
- March ..... Brahman
- April ..... Forage / Pasture Management
- May..... Animal Health
- June ..... Convention — Allied
- July ..... Continental Breeds  
Charolais, Gelbvieh,  
Limousin, Pinzgauer, Salers,  
Simmental, etc.
- August ..... Youth / Juniors
- September ..... Brangus
- October..... Better Bulls / Marketing,  
Grading & Food Policy
- November ..... Angus
- December ..... American Breeds  
Barzona, Beefmaster,  
Braford, Brahmousin,  
Bralers, Brangus, Charbray,  
Santa Gertrudis, Simbrah,  
Texas Longhorn, etc.

### COPY DEADLINES

Reserve your space by  
1st of month preceeding.  
For proof to be mailed, copy must be in by  
25th of 2nd month preceding.  
Call: (407) 846-8025 or 1-800-460-2648  
Email: [barbara@floridacattlemen.org](mailto:barbara@floridacattlemen.org)



## RATE CARD

Effective January 2024

### For Information:

The Florida Cattleman  
& Livestock Journal  
P.O. Box 421403  
Kissimmee, FL 34742-1403

800 Shakerag Road  
Kissimmee, FL 34744

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