

# TENNESSEE HEREFORD NEWSLETTER

## Advertising Contract

Advertising Rates	1X	4X
Full Page Color	\$250	\$900
1/2 Page Color	\$130	\$480
1/4 Page Color	\$65	\$240
Business Card Color	N/A	\$150
Business Card BW	N/A	\$125
Full Page BW	\$200	\$740
1/2 Page BW	\$120	\$430
1/4 Page BW	\$60	\$215

Issue	Ad Space & Article Deadline	Print Ready Submission	Published
Winter	December 26	January 5	Feb. 1
Spring	February 25	March 5	April 1
Summer	June 25	July 5	August 1
Fall	Sept. 15	Sept. 20	October 15

### Mechanical Requirements for print ready ads

- CMYK color only, Embed all fonts
- .125 inch bleed for full page
- Live Matter should not extend beyond specs
- Submitted as a high resolution pdf file(300 dpi)
- Photos should be submitted as jpeg or tiff files

- All pictures and instructions for the advertisement must be submitted by the issue's stated deadline.
- Invoices are sent immediately after the publication date for each issue. Ads should be paid in full within 30 days of invoice.

Ad Type	Size (Inches)	Color / BW	1X or 4X Contract	Submit Print Ready YES or NO	Price
Full Page	8.5 x 11				
1/2 Page	7.5 x 4.9375				
1/4 Page	3.6875 x 4.9375				
Business Card	3.5 x 2				
Total Price					

Name: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip Code: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Please e-mail to [katingram.123@gmail.com](mailto:katingram.123@gmail.com) or mail to 3149 Old Highway 68, Madisonville, TN 37354