



AMERICAN RED POLL ASSOCIATION  
11523 Violet Avenue, Stockport, IA 52651  
Phone: 765-425-4515  
Email: [americanredpolls@gmail.com](mailto:americanredpolls@gmail.com)

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## **ADVERTISING SPEC SHEET**

### **AD DEADLINES**

*Spring Journal – April 15*

*Fall Journal – July 15*

*Winter Journal – December 15*

### **AD RE-RUN POLICY**

If you have advertised in the most recent Red Poll Beef Journal, your ad will re-run in the next issue unless you have notified the office otherwise.

### **DESIGN POLICY**

If your ad has already been set up by the ARPA office, you can make small changes at no charge such as picture changes, text changes, and heading changes at no additional charge.

If a redesign of the ad (graphics, layout or new look) is requested, the design policy will take effect of an additional charge to cover the design fee. The ARPA office will quote the change based on the size of the ad and what is being requested.

### **AD REQUIREMENTS**

If you are sending the ad in already prepared, the ad must be camera ready. In other words, it must be high resolution jpeg file or pdf file. The minimum dpi is 300. The ad must be the size in which you are wishing to advertise.

The ad must reach the office on or before the deadline for the journal in which you are advertising. Send ads to the office at [americanredpolls@gmail.com](mailto:americanredpolls@gmail.com) on or before the deadline of the journal you are wishing to advertise in.

## **ARPA MEMBERSHIP AD RATES**

<b>Ad Size</b>	<b>Mechanical</b>	<b>Black &amp; White</b>	<b>Color</b>
Full Page	8.5" x 11"	\$195.00	\$270.00
2/3 Page	Horizontal 7.75" x 7.3" Vertical 4.75" x 10.5"	\$140.00	\$190.00
1/2 Page	Horizontal 5.5" x 7.75" Vertical 4.25" x 10.5"	\$120.00	\$160.00
1/3 Page	Horizontal 7.75" x 3.5" Vertical 2.5" x 10.5" Square 4.75" x 4.875"	\$85.00	\$110.00
1/4 Page	Horizontal 4.25" x 5.5" Vertical 5.5" x 4.25"	\$67.50	\$85.00
5"	Horizontal 5" x 2.5" Vertical 2.5" x 5"	\$45.00	\$55.00
4"	Horizontal 4" x 2.5" Vertical 2.5" x 4"	\$40.00	\$50.00
3"	Horizontal 3" x 2.5" Vertical 2.5" x 3"	\$37.50	\$47.50
2"	2.5" x 2"	\$27.50	\$37.50
1"	2.5" x 1"	\$16.25	\$26.25