



KETCH PEN

OFFICIAL PUBLICATION OF THE WASHINGTON CATTLEMEN'S ASSOCIATION

www.washingtoncattlemen.org

PUBLICATION OFFICE

Washington Cattlemen's Association
P.O. Box 96
Ellensburg, WA 98926
Phone: 509-925-9871
Fax: 509-925-3004
E-mail: wacattle@kvalley.com

ADVERTISING RATES

	(National)	(Local)
Insert	\$550	\$500
Full Page	\$600	\$575
3/4 Page	\$500	\$475
Junior Page	\$400	\$325
1/2 Page	\$320	\$300
1/4 Page	\$250	\$200
1/8 Page	\$170	\$150
Classified	\$ 35	\$ 25

We gladly will design the ad and provide a proof before publication. There is no additional charge for this service.

A 1.5% late fee will be added monthly to accounts not paid within 30-days.

ADVERTISING DISCOUNTS

A 5% discount is allowed to voting members of the Washington Cattlemen's Association whose dues are paid and current. Camera-ready advertisements will receive a 5% discount.

A multiple time insertion contract is available to advertisers. Ads which appear consecutively entitle the advertiser to a discount of 5% on 3X ads, 10% on 6X ads and 15% on 12X. If multiple time insertion contract is broken by the advertiser a fee will be charged.

ISSUANCE & CLOSING DATES

Published monthly.

Ads which must be created by the Ketch Pen must be submitted no later than the tenth of the month preceding the publication, i.e. January 10 for February publication. (A fax proof can be provided to the advertiser upon request only if the ad is received by the above-mentioned date.)

Camera-ready advertisements must be submitted to the Ketch Pen no later than the 10th of the month preceding the publication.

INSERTS

Price of insert is based on 1 page black and white. Advertisers must provide their own preprint. Size may not exceed the overall size of the standard format of the Ketch Pen when folded to mail (11" x 6").

MECHANICAL SPECIFICATIONS

Preferred Material

- .pdf files are most preferred
- .tiff or .eps are also accepted
- E-mail, Computer disk or CD, either PC or Mac

E-mail to wacattle@kvalley.com

Dimensions (page is 4 columns)

Full page	10" W by 11" H
3/4 page Horizontal	9.12" W by 7.81" H
3/4 page Vertical	6.81" W by 10" H
JR. page	6.81" W by 7.81" H
1/2 page Horizontal	9.12" W by 5" H
1/2 page Vertical	4.5" W by 10" H
1/4 page Square	4.5" W by 5" H
1/4 page Horizontal	9.12" W by 2.18" H
1/4 page Vertical	2.18" W by 10" H
1/8 page Horizontal	5" W by 2.18" H
1/8 page Vertical	2.18" W by 5" H
Business Card Vertical	3.5" W by 2" H
Business Card Horizontal	2" W by 3.5" H

Rate card: March 2010
Circulation 2,000



KETCH PEN

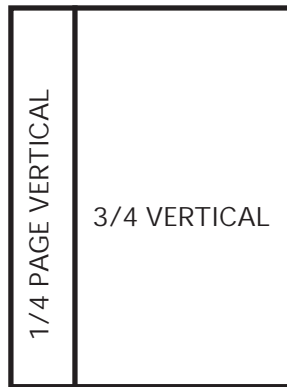
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IF YOUR TARGET AUDIENCE IS CATTLEMEN AND CATTLEWOMEN, THE KETCH PEN IS SIMPLY YOUR BEST ADVERTISING BUY!



FULL PAGE

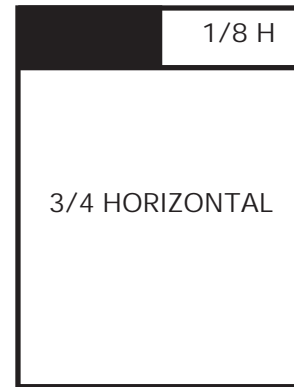
9.12" W by 10" H



1/4 PAGE VERTICAL

3/4 VERTICAL

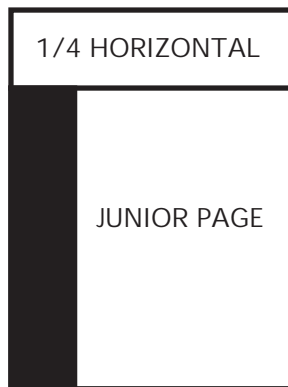
3/4 -6.81" W by 10" H
1/4 - 2.18: W by 10" W



1/8 H

3/4 HORIZONTAL

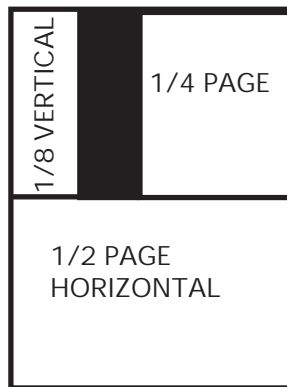
3/4 -9.1"W by 7.81" H
1/8 -5" W by 2.18" H



1/4 HORIZONTAL

JUNIOR PAGE

JR.-6.81"W by 7.81" H
1/4 -9.12" W by 2.18" H

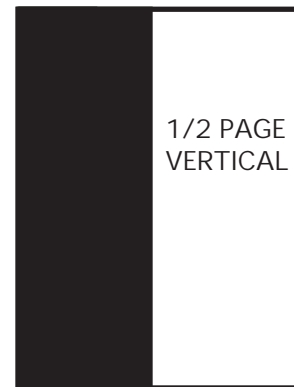


1/8 VERTICAL

1/4 PAGE

1/2 PAGE
HORIZONTAL

1/2 -9.12" W by 5" H
1/4 -4.5" W by 5 H
1/8 -2.18" by 5" H



1/2 PAGE
VERTICAL

1/2 -4.5" W by 10" H