### American Highland Cattle Association

### Bagpipe Advertising Contract

Name:

Farm or Business Name:

Address:

Phone:

Email:

Signature:

*The Bagpipe* has been featuring your \_\_\_\_\_\_\_\_ page ad \_\_\_\_\_\_\_\_ a year.

Please run my ad in the following issues: Winter 14 Spring 14 Summer 14 Fall 14

I have enclosed: \_\_\_\_\_ full payment \_\_\_\_\_\_ 1st issue’s payment

 (AHCA will charge credit card prior

 to each issue; receipt serves as notice.)

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##### **Advertising Schedule**

|  |  |  |
| --- | --- | --- |
| Issue | Deadline | Publication |
| Winter | November 1 | January |
| Spring | February 1 | April |
| Summer | May 1 | July |
| Fall | August 1 | October |

Please fill out the contract completely and send with payment by **November 1, 2013** to:

AHCA - Historic City Hall, 22 S. 4th Ave., Ste. 201, Brighton, CO 80601-2030

#### **Breeder Advertising Space Rates**

(Black and White)

|  |  |  |
| --- | --- | --- |
| Size | Single Issue | 4-Time Contract |
| Back Cover (7 ¾ x 6 ½ ) | $265 | $975 |
| Inside Front Cover (7 ¾ x 10 ¼) | $265 | $975 |
| Inside Back Cover (7 ¾ x 10 ¼) | $265 | $975 |
| Premium Page (7 ¾ x 10 ¼) | $265 | $975 |
| Full Page (7 ¾ x 10 ¼) | $225 | $830 |
| 2/3 Page | $175 | $650 |
| 1/2 Page | $140 | $520 |
| 1/3 Page | $100 | $375 |
| 1/6 Page | $60 | $216 |

 The 4-time rate is for four consecutive issues and must be prepaid before the first issue is printed

 or AHCA will charge your credit card prior to each issue; receipt serves as notice.

 These rates are for AHCA members. All others add 25%.

#### **Color Rates (Additional)**

#### 4 – color process: $125 additional per issue.

#### Spot color added to a black and white ad, per issue, full or partial: $50.00/standard color.

#### **Ad Setup and Change Rates (Additional)**

* Ad setup: $150 for 2/3 or full page; $75 ½ page or less.

Ad setup for a camera-ready ad: $60 for 2/3 or full page; $30 ½ page or less.

* Ad changes

Photo only: $40 for 2/3 or full page; $20 ½ page or less.

Text only: $40 for 2/3 or full page; $20 ½ page or less.

#### Add $60 per page to space rate when requesting color or black bleeds into ad margins.

#### Add 10% when requesting use of a reverse in ad.

#### **Closing Dates**

#### All advertising copy (including photos) must be in this AHCA office by the 1st of the month preceding publication. (i.e., May 1 for June 1 publication). Although we devote the utmost care to the preparation of each advertising insertion, we cannot be responsible for errors made when copy is received after the deadline or by phone.

#### **Terms**

#### All advertising accounts are due and payable as invoiced. Interest charges of 1.5% per month (18% annual interest rate) will be assessed to accounts 30 days past due.

####  **Advertising Content**

#### *The Bagpipe* reserves the right to refuse any advertising or copy at its sole discretion. *The Bagpipe* assumes no responsibility for the accuracy of the advertising content as submitted. Advertisers assume all responsibility for the accuracy and truthfulness of submitted advertising containing pedigrees, statements regarding performance, etc.

#### **Editorial Content**

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