

# LIMOUSIN Today®

*Limousin Today – Profit Tomorrow • Official Publication of NALF*

**Now with an annual print circulation of 74,000 mailings!**

Recognizing the present and ever-changing environment of the beef industry, the North American Limousin Foundation acknowledges **LIMOUSIN Today** as its official publication. This publication is focused on commercial producers to convey the message of the Limousin breed and NALF members to buyers and stakeholders of the beef industry. *Limousin Today - Profit Tomorrow.*

**Glossy issue circulation: 2,000 subscribers**

Glossy months: March, April, May, June/July Herd Reference Issue, September, November, and December/January

**Tabloid issue circulation: 20,000 cow-calf producers and subscribers**

Tabloid months: February, August, and October




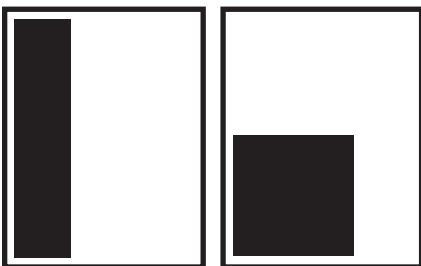
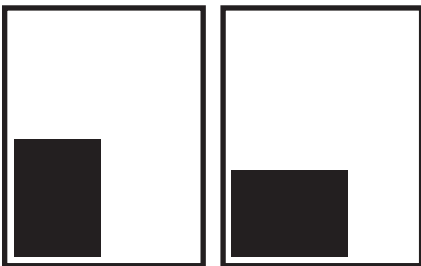
Issue and Monthly Feature Topic	Space Reservations and Ad Copy Due	Editorial Deadline	Camera Ready Deadline
<b>September</b> (Glossy) Junior Edition	August 1	August 5	August 8
<b>October</b> (Tabloid) Females	September 1	September 6	September 9
<b>November</b> (Glossy) NWSS & Annual Convention Preview	October 3	October 6	October 10
<b>December/January + Calendar</b> (Glossy) NALF Year in Review	November 21	November 26	November 29
<b>February</b> (Tabloid) Bull Buyer's Edition	December 28	December 28	January 9
<b>March</b> (Glossy) Showcase of Champions	February 1	February 6	February 9
<b>April</b> (Glossy) Herd Sire Edition	March 1	March 6	March 10
<b>May</b> (Glossy) Herd Management	April 3	April 5	April 10
<b>June-July</b> Herd Reference Issue & Blue Book (Glossy)	May 15 (May 1 for Early Copy Discount)	May 15	June 1
<b>August</b> (Tabloid) Feeder Calf Edition	July 3	July 6	July 10

*Mails approximately the 25th day of the month prior to issue month.*

## GLOSSY Issues Advertising Rates and Specifications

Use the following rates and specifications for the glossy issues of **LIMOUSIN** *Today*.






MARCH • APRIL • MAY • JUNE/JULY • SEPTEMBER • NOVEMBER • DECEMBER/JANUARY

Ad Sizes and Specifications	Black & White	1-Color	4-Color
 <p><b>FULL PAGE</b> within margins: 7.33" x 9.83" to trim: 8.375" x 10.875" for bleed: add 0.125"</p>	<p>Breeder: \$690 Corporate: \$760</p>	<p>Breeder: \$800 Corporate: \$885</p>	<p>Breeder: \$1,020 Corporate: \$1,135</p>
 <p><b>2/3 PAGE</b> Tall: 4.83" x 9.83" Flat: 7.375" x 6.375"</p>	<p>Breeder: \$480 Corporate: \$540</p>	<p>Breeder: \$590 Corporate: \$665</p>	<p>Breeder: \$810 Corporate: \$915</p>
 <p><b>1/2 PAGE</b> Tall: 4.83" x 7.33" Flat: 7.375" x 4.83"</p>	<p>Breeder Tall: \$400 Flat: \$360 Corporate Tall: \$460 Flat: \$425</p>	<p>Breeder Tall: \$510 Flat: \$470 Corporate Tall: \$585 Flat: \$550</p>	<p>Breeder Tall: \$730 Flat: \$690 Corporate Tall: \$835 Flat: \$800</p>
 <p><b>1/3 PAGE</b> Tall: 2.33" x 9.83" Flat: 4.83" x 4.83"</p>	<p>Breeder: \$270 Corporate: \$305</p>	<p>Breeder: \$380 Corporate: \$430</p>	<p>Breeder: \$600 Corporate: \$680</p>
 <p><b>1/4 PAGE</b> Tall: 3.58" x 4.83" Flat: 4.83" x 3.58"</p>	<p>Breeder: \$215 Corporate: \$240</p>	<p>Breeder: \$325 Corporate: \$365</p>	<p>Breeder: \$545 Corporate: \$570</p>

6 TIME AND 10 TIME ADVERTISING CONTRACTS AVAILABLE. ASK ABOUT PRINT AND DIGITAL BUNDLES.

Use the following rates and specifications for the tabloid issues of **LIMOUSIN** *Today*.

**FEBRUARY • AUGUST • OCTOBER**

Ad Sizes and Specifications - No Bleeds	Black & White	1-Color	4-Color
 <p><b>FULL PAGE</b> 9" x 11"</p>	<p>Breeder: \$870 Corporate: \$1420</p>	<p>Breeder: \$980 Corporate: \$1530</p>	<p>Breeder: \$1200 Corporate: \$1750</p>
 <p><b>2/3 PAGE</b> Tall: 5.8958" x 11" Flat: 9" x 7.2292"</p>	<p>Breeder: \$670 Corporate: \$1170</p>	<p>Breeder: \$780 Corporate: \$1280</p>	<p>Breeder: \$1000 Corporate: \$1500</p>
 <p><b>1/2 PAGE</b> Tall: 4.3437" x 11" Flat: 9" x 5.3437"</p>	<p>Breeder: \$570 Corporate: \$920</p>	<p>Breeder: \$680 Corporate: \$1030</p>	<p>Breeder: \$900 Corporate: \$1250</p>
 <p><b>1/3 PAGE</b> Tall: 4.3438" x 7.2292" Flat: 9" x 3.4583"</p>	<p>Breeder: \$470 Corporate: \$795</p>	<p>Breeder: \$580 Corporate: \$905</p>	<p>Breeder: \$800 Corporate: \$1125</p>
 <p><b>1/4 PAGE</b> Tall: 4.3437" x 5.3438" Flat: 6.6718" x 3.4583"</p>	<p>Breeder: \$370 Corporate: \$670</p>	<p>Breeder: \$480 Corporate: \$780</p>	<p>Breeder: \$700 Corporate: \$1000</p>

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