

2024 BEEFSPOTTER Advertising Rates



- The **BEEFSPOTTER** Atlas has been the industry standard for locating Feedyards, Cattle Auctions, and Packing Houses for over 20 years!
- **BEEFSPOTTER** provides detailed map locations and contact information for the largest feedyards in the United States.
- **BEEFSPOTTER** is used by feedyards, cattle haulers, livestock feed companies, animal health companies, and cattle trade associations.
- **BEEFSPOTTER** continues to be the best value for advertising \$\$! Since this is an annual publication your advertising continues working throughout the year.

Full Page Ad
7.5" x 10"

B&W: \$1,975
Color: \$2,750

1/2 Page Ad
7.5" x 4.75"

B&W: \$1350
Color: \$1,975

1/4 Page Ad
3.5" x 4.75"

B&W: \$925
Color: \$1,450

Trim: 8.5" x 11"
Bleed: 8.75" x 11.25"
Live Area: 7.5" x 10"

For Process Red or Blue
on B&W: Add \$250

Front Inside Cover: \$3,250

Back Inside Cover: \$3,250

Back Cover: Call for pricing!

Please call for dimensions on bleeds!



Terms: Net 10 days from invoice date. Add 3% to invoice if paying with Visa, MC, or Discover.

Advertising Sales Manager:
Carol Schuetze

Agency Commission: 15%

Email: schuetze@ucom.net

Direct: (620) 271-3708

Fax: (620) 865-2093

DEADLINE IS NOVEMBER 15, 2023