

MISSOURI ANGUS TRAILS



The Missouri Angus Trails is the official publication of the Missouri Angus Association reaching an average circulate size of 2,000. The Trails (ISSN 1931-9886) is published monthly with the exception of January and February that are combined issues and June and July that are combined. The subscription price is included as part of the minimum membership dues of \$45.00 per year in the Missouri Angus Association.

The publication size has recently changed to 8.125” by 10.8125” and now the same size as the *Angus Journal*. Full page ads are all required to include a 0.125” bleed (1/8-inch).

Advertising Rates

Black and White (B&W) Ad and 4 Color Ad Pricing

Ad Size	Dimensions	1-4 Issues		5-8 Issues		9 Issues	
		B&W	Color	B&W	Color	B&W	Color
Full Page*	8.125” W x 10.8125” H	\$400	\$525	\$370	\$495	\$340	\$465
2/3 Page	Vertical: 4.685” W x 9.8125” H Horizontal: 7.125” W x 6.5” H	\$325	\$450	\$300	\$425	\$275	\$400
1/2 Page	Vertical: 3.5” W x 9.8125” H Horizontal: 7.125” W x 4.875” H	\$255	\$380	\$235	\$360	\$215	\$340
1/3 Page	Vertical: 2.25” W x 9.8125” H Horizontal: 4.5278” W x 4.6979” H	\$190	\$315	\$175	\$300	\$160	\$284
1/4 Page	3.5” W x 4.875” H	\$145	\$270	\$135	\$260	\$125	\$250
Business Card	3.5” W x 2.5” H	\$80	\$205	\$75	\$200	\$70	\$195

*Don't forget the 1/8 inch bleed on full page ads! W= width and H= height

Advertising Deadlines

Trails Issue	Deadline
February	January 10
March	February 10
April	March 10
May	April 10
(June) Directory Issue	May 10
August	July 10
September	August 10
October	September 10
November	October 10
December	November 10

Mail date is approximately the first of each month. Due to the short time frame between the ad deadline and the print deadline, there are no exceptions to advertising deadlines.

There is not a publication in January or July.

If you are interested in advertising, please contact Missouri Angus Association General Manager **Julie Conover** at Julie@MissouriAngus.org or 734-260-8635.