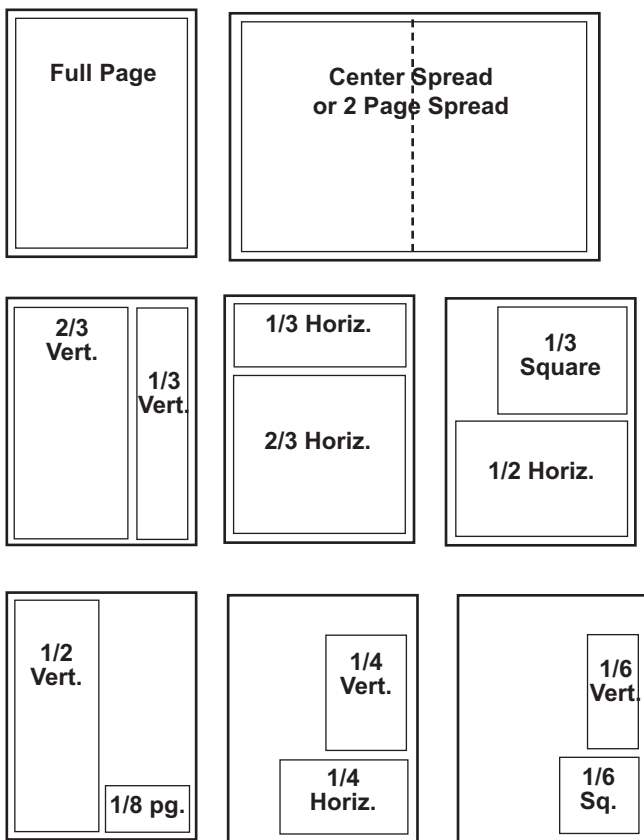


# Goat Rancher Advertising

## AD LAYOUT OPTIONS



## AD DIMENSIONS

2 Page (Bleed)	17.25" x 11.25"
Full Page	7.7" x 10.2"
Full Page (Bleed)	8.75" x 11.25"
2/3 Page Vert.	5" x 10.2"
2/3 Page Horiz.	7.7" x 6.75"
1/2 Page Vert.	3.76" x 10.2"
1/2 Page Horiz.	7.7" x 5"
1/3 Page Horiz.	7.7" x 3.3"
1/3 Page Vert.	2.45" x 10.2"
1/3 Page 'Square'	5" x 5"
1/4 Page Vert.	3.76" x 5"
1/4 Page Horiz.	5" x 3.76"
1/6 Page Vert.	2.45" x 5"
1/6 Page 'Square'	3.76" x 3.3"
1/8 Page	3.76" x 2.4"

For more information, call 662-562-9529

E-mail advertising materials to [goatrancher@hughes.net](mailto:goatrancher@hughes.net)  
or mail to Goat Rancher, 225 Hankins Rd., Sarah MS 38665

## ALL-INCLUSIVE PRICING

All layout & graphic design work included — NO HIDDEN COSTS — The price we quote is the price you pay!

Design it yourself or we can do it for you as per your instructions. We will work with you to design the ad YOU want for your farm, ranch, event or product.

	Color	B&W
2 Page Spread	\$1500	NA
Full Page	\$825	\$625
2/3 Page	\$600	\$450
1/2 Page	\$475	\$370
1/3 Page	\$325	\$260
1/4 Page	\$260	\$200
1/6 Page	\$175	\$150
1/8 Page	\$150	\$100

## SPECIAL PLACEMENT

Offered on a first-come basis. Advanced booking recommended.

Centerspread (color only):	\$1600
Back Cover (color only):	\$950
Inside Front Cover (color only):	\$900
Inside Back Cover (color only):	\$900
Guaranteed placement:	5% of ad price

## Advertise with a Banner ad on our website – Thousands of page views each month

Home Page: Top Banner	\$200 / mo.
Bottom Banner/large	\$100/ mo. (one avail.)
Bottom Banner/small	\$50/ mo. (two avail.)
Inside Pages: All spaces	\$35 / mo.

With two decades of experience in publishing, advertising and working with the goat industry, our staff is uniquely qualified to make your advertising campaign a success!

Ask about packaging print, web, editorial and social media into a cost efficient, effective campaign to market your goods and services.

## DEADLINES

**February-November:** Advertising materials are due by the 10th of the month prior to the month of publication.  
**December-January:** Advertising materials are due by the 5th of the month prior to the month of publication.

## CIRCULATION

Circulation figures vary from issue to issue. Typically, Goat Rancher prints approx. 6,000 copies of each issue. These go to our paid subscribership, Tractor Supply outlets around the country and are handed out as free samples at goat-related events. In addition, subscriptions to our on-line digital edition are available via [www.goatrancher.com](http://www.goatrancher.com).

# GOAT RANCHER BREEDERS DIRECTORY

Join the largest Directory of Goat Breeders Anywhere!

*And reach the people you want to reach — serious goat producers who want to expand or improve their current operations as well as hundreds of beginners in the meat goat business.*

**Only \$160 per year (text only)**

- Add one logo/photo/graphic for only \$20
- Listed alphabetically and by state
- Can be changed as needed at no charge
- FREE listing on-line at [www.goatrancher.com](http://www.goatrancher.com)



*30 word maximum. No color or boxed listings available.*

*Contract period is for one-year (12 consecutive issues). No partial contracts or refunds available.*

# GOAT RANCHER BUSINESS DIRECTORY

**Advertise your business, product or service to the meat goat industry. Now including an expanded Auction & Auctioneer Services Classification.**

A great way to advertise monthly for one low price!

1" tall x 1 col. width box, 1 year (12 issues) \$160 — Color \$200

2" tall x 1 col. width box, 1 year (12 issues) \$285 — Color \$325



# GOAT RANCHER CLASSIFIED ADS

*Effective Advertising for as little as \$15 a month!*

**Do you have Goats, Guard Dogs or Equipment For Sale?  
Try our Classified Listings.**



Only 75 cents per word. \$15 minimum (up to 20 words).

**Try our \*Classified Special  
20 words for 3 months for \$35**

\*To qualify, must run the same ad (no changes) in consecutive issues. No refunds or partial credit. Prepayment required on all classified ad.

**Boxed Classified:**

**\$30 per mo. or \$300/year (1" deep)**

*Classified ads may be edited, rearranged or have some words abbreviated in order to meet maximum word limit.*

**For more information or to submit advertising materials, contact:**

**Goat Rancher, 225 Hankins Road, Sarah MS 38665 • 662-562-9529 • [goatrancher@hughes.net](mailto:goatrancher@hughes.net)  
[www.goatrancher.com](http://www.goatrancher.com)**

## GOAT RANCHER ONLINE



Beginning October 2011, each issue of *Goat Rancher* is available on-line at [www.goatrancher.com](http://www.goatrancher.com). All the great features of the print version, now electronically available for viewing on your PC, smart-phone and tablet.

All advertisements have hyper-links to your website and e-mail addresses. This version also includes a glossary of advertisers and the ability to do a digital search of keywords allowing readers to zero in on items of interest.

**[www.goatrancher.com](http://www.goatrancher.com)** has a limited number of display banners available. Heavy online traffic guarantees your ad will be seen. Ask your sales rep about short-term and long-term contract rates. These online ads are sold on a first-come, first-served basis.

## GENERAL INFORMATION

**Deadline: February-November Issues:** Advertising materials are due by the 10th of the month prior to the month of publication.

**December-January Issues:** Advertising materials are due by the 5th of the month prior to the month of publication.

**Publication dates:** Published monthly. Issue printed on or about the 18th of each month. Issue to be mailed on or about the 28th of month prior to issue date; mailed periodical mail. Goat Rancher does not guarantee delivery by the U.S. Post Office by any specific date. When scheduling time-sensitive advertising, allow approximately two weeks for complete, nationwide coverage. On-line version available on or about the first day of the month of publication. Issues placed in Tractor Supply stores on or about the 12th of month of publication, available for sale for approximately four weeks.

**Rates:** NET (non-commissionable)

**Terms:** Prepayments accepted, otherwise to be invoiced upon publication of issue containing insertion. Due upon receipt. Billing information to be provided by advertiser upon placement of advertising; including, but not limited to liable party, mailing address, purchase order number (if required), tear sheet requirements. Overdue accounts placed on a pre-payment basis only. Finance charges of 2% per month on unpaid balances may be applied to accounts over 90 days.

**Cancellation:** Insertion orders may be cancelled at request of advertiser with no liability if received prior to the display advertising deadline for the issue in question (generally the 10th of month prior to month of publication). If ad materials are not received by deadline, publisher may repeat most recent advertisement or publish nothing. Advertiser will be invoiced for space reserved.

**Production materials** may be submitted electronically (e-mail or disk), by regular mail, or phone. All photos or graphics must be submitted electronically or by mail to be scanned. No facsimiles accepted. All photos and print-ready advertising should be submitted as pdf, jpeg, or tiff files and should be 200-300 dpi or higher for best quality reproduction. Photo adjustment, including cropping, color adjustments & resizing available. No modifications will be made to any photos, graphics or camera-ready ads that in any way distorts or substantially alters the original appearance or intent of submitted materials. Advertising customers requesting graphic design services should include any layout, color or design preferences when submitting advertising materials. Goat Rancher is produced on Macintosh computers using Quark Xpress and Adobe Photoshop. We can accept some other applications, however, some distortion may occur. We can not accept or make use of ad materials produced in Publisher.

**Proofs:** Available upon request. Proofs sent by e-mail (pdf format). After receipt of proof, advertisers are required to notify publisher of any errors or changes to be made prior to publishing date. Exact date/time in which changes can be made may vary. Final change deadlines to be included with proof or contact your account manager. Publisher is not responsible for any errors or omissions if not notified by advertiser within time period specified.

**Camera-Ready Ads.** Goat Rancher will accept camera-ready advertising in pdf, jpeg or tiff formats. Publisher is not responsible for errors in content or the reproduction quality of camera-ready ads. Camera-ready ads should meet the requirements specified on our Standard Ad Sizes & Specification Sheet or additional charges, not to exceed 25% of the purchase price of the insertion, may apply. Goat Rancher cannot guarantee quality reproduction of Word, Publisher or other layouts created on home computers.

**Ownership.** Ads designed by and/or placed in Goat Rancher are the property of the advertiser unless otherwise specified. Upon request, we will forward ad materials to other publications for use, additional charges may apply. Goat Rancher is not responsible for errors in content or the reproduction quality of advertisements once they are no longer under our control. Advertisements will be sent as they appeared in Goat Rancher. Additional charges will be incurred if changes, modifications and/or resizing is requested.

*Publisher reserves the right to decline publishing any advertising that does not meet with the editorial approval of Goat Rancher LLC.  
Advertisers assume liability for all advertisement content.*

**For more information or to submit advertising materials, contact:**

**Goat Rancher, 225 Hankins Road, Sarah MS 38665**

**662-562-9529 • [goatrancher@hughes.net](mailto:goatrancher@hughes.net) • [www.goatrancher.com](http://www.goatrancher.com)**