

MHFN

Missouri Hereford News

Official Publication of the Missouri Hereford Association

2019 MEDIA GUIDE

Circulation to more than 600 Missouri and Midwest Hereford breeders along with 200+ Missouri FFA programs (2 issues per year).

Each issue is sent out via eblast to more than 3000 Hereford breeders across the U.S. and Canada.

MHN reaches viewers at more than 30 national, regional and state shows, industry events, and agricultural businesses.

An online version of the publication will be available at mohereford.org with 6,000 website views per year.

Publication Schedule

Issue	Ad Space & Material Deadline	Camera Ready-Ad Submission
March 1	Jan 23	Jan 29
July 15	June 3	June 7
September 1	Aug 5	Aug 9
November 1	Sept 23	Sept 27

Camera Ready File Requirements

- PDF, EPS or JPG formats accepted in high resolution. Embed all fonts.

(Although we will advise you when your images are low quality, Rural Route Creations is not responsible for blurry or pixelated images.)

Material Submission for Ad Creation

- Use your digital camera and take highest resolution images possible.
- Photo file size should be 1.5 MB or higher! Please send high resolution JPG image files.
- DO NOT allow email to resize images when submitted.



Image taken at the correct resolution



Image taken at the wrong resolution

Images taken at low resolution (ex. by a cell phone camera) or images that have been downsized CANNOT be enlarged again and remain crisp. Low resolution creates blurry, "pixelated" images.

Online Issue:

Each issue of the Missouri Hereford News is available online at www.moherfords.org

Content Submission:

We welcome newsworthy information and upcoming events!

Please submit results, events, sale results and membership news **by email.**

Prime Pages:

Selling rights to prime pages at the MO Opportunity Sale:
 Inside Front Cover • Page 1 • Center Spread Left Page • Center Spread Right Page • Inside Back Cover • Back Cover

Advertising Rates:

Advertising rates include design at no extra cost! Two design proofs will be provided by email with each advertisement purchase. If additional changes or inclusions need to be made after the second proof, the advertiser will be billed at \$50 per hour.

All contracted ads are for the current calendar year.

Ad Type	Cost Per Issue	4 issue Contract Price
Full page color ad	\$275	\$1000
Double Page Spread	\$475	\$1750
Half page color ad	\$150	\$525
Quarter page color ad	\$75	\$250
Business card color ad	(contracted only)	\$150

Ad Sizes: (in inches)



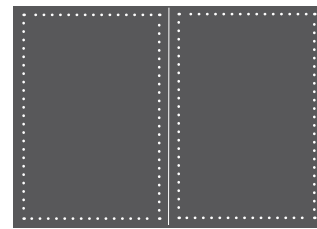
Full Page Ad

W 8.5" H 11"

Live Area

W 8.25" H 10.75"

Bleed .125



Double Page

W 17" H 11"

Live Area

W 16.75" H 10.75"

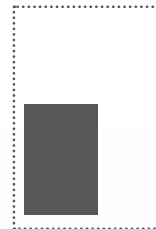
Bleed .125



Half Page Ad

W 7.5"

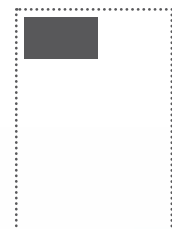
H 4.9375"



Quarter Page Ad

W 3.6875"

H 4.9375"



Business Card Ad

W 4.0"

H 2.0"

In order to mail the publication on time for sales and events and be disbursed at the Missouri Hereford Field Day, American Royal and Junior National Hereford Expo, we kindly ask that you adhere to the deadlines!

Advertisement & News Submissions:

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