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**Spec Sheet**

***Guernsey Breeders’ Journal | Brown Swiss Bulletin | Ayrshire Digest | Milking Shorthorn Journal***

**Sizing**

***Full page:***

Live space: 46 picas wide X 59 picas deep (7.45 inches x 9.875 inches)

Trim size: 50.5 picas wide X 65 picas deep (8.375 inches x 10.875 inches)

Full bleed: add ¼ inch on all sides

***Center Spread:***

Live space: 94 picas wide X 59 picas deep (15.57 inches x 9.875 inches)

Trim size: 100.5 picas wide X 65 picas deep (16.75 inches x 10.875 inches deep)

Full bleed: add ¼ inch on all sides

***Two-Thirds Page:***

Horizontal: 44.26 picas wide X 39.6 picas deep

***Half Page:***

Horizontal: 44.26 picas wide X 29.26 picas deep (7.377 inches x 4.875 inches)

Vertical: 21 picas wide X 59 picas deep (3.5 inches x 9.875 inches) ONLY IF REQUESTED

***One-Third Page:***

Horizontal: 44.26 picas wide X 19.8 picas deep

***Quarter Page:***

21 picas wide X 29 picas deep (3.5 inches x 4.875 inches)

**Breeder Pricing**

Back Cover $618

Center Spread $979

Inside Covers $540

Full Page $515

2/3 Page $412

1/2 Page $355

1/3 Page $250

1/4 Page $207

Business Card $75 (AY)

Column Inch $45 (GU, BS, MS)

State Block $60 (billed through the state AY only)

*Additional fees may apply for ordering photos from the photographer and cutout photos.*

*Contract discounts rates are available.*

***Specifications for ads submitted Camera Ready:***

300 DPI | CMPK | PDF | Full Color

Additional Pricings

$50 Reformatting ad for other publications

$100 Specialty ad

$285 33.5”x 80” banner with stand

*Plus shipping*

$200 33.5”x 80” banner with grommets

*Plus shipping*

$20 16”x 20” poster with grommets

*Plus shipping*

$40 24”x 36” poster with grommets

*Plus shipping*

$1.00/ two sided flyer, for 500 flyers

*Includes printing and shipping*

5% Discount for ad copy received by deadline

10% Camera Ready discount

$50/month Website advertising [usguernsey.com](http://usguernsey.com/)

*Contact us for online marketing opportunities, brand development, and any other marketing needs!*