

Rates effective for  
July 1, 2002  
Issue

# United DAIRYMEN

OFFICIAL MONTHLY PUBLICATION OF THE  
United Dairymen of Arizona

**RATES 1 of 2**  
Rev. 05/29

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## ADVERTISING & PRODUCTION SERVICES

**Debbie Maxwell Creative Graphics**

**Debbie Maxwell • PHONE (623) 847-3677 • FAX (623) 535-9184**

MAILING ADDRESS: 13132 W. Virginia Ct. – Goodyear, Arizona 85338  
mgraphics6@qwest.net

## **GENERAL ADVERTISING RATES\***

### **Monthly Space Charges (per insertion)**

AD SIZE	6-12 Insertions Per Contract Year		
	1 to 5 Insertions	6-Insertions	12-Insertions
1 page	\$ 346	\$ 311	\$ 276
2/3 page	\$ 251	\$ 226	\$ 200
1/2 page	\$ 199	\$ 179	\$ 159
1/4 page	\$ 109	\$ 98	\$ 87
1/8 page	\$ 54	\$ 49	\$ 43

### **COLOR CHARGES**

2-color (black + 1 add'l color) — add \$80

4-color (black + 3 add'l colors) — add \$195

### **CONTRACTUAL AGREEMENT**

*United Dairymen* is published and distributed the 1st of each month. *Written insertion order / confirmation or signed contract for space reservation is required for multiple-time discounts on General Advertising to be in effect.*

### **CONVERSION/PRODUCTION CHARGES**

Materials not camera-ready and requiring conversion (**layout, type or other art**) will be charged to the advertisers at **approximately 20% of space charge plus cost to scan/reproduce photos, logos or other art.**

### **PAYMENT**

**Make checks payable to: United Dairymen of Arizona and mail to the attention of the UDA editor. Please note the UDA Advertising Invoice number on your check. First-time advertisers** are required to remit payment for first insertion with insertion order prior to printing.

If payment is not received within 45 days of invoice date, an additional 5% of balance due will be added as a handling fee.

**– ADD 1.8% TEMPE SALES TAX TO TOTAL CHARGES –**

### **ADVERTISING AGENCY COMMISSIONS**

15% of net, allowed to recognized advertising agencies **on space charges only**. Minimum size 1/8 page. Commission withdrawn on accounts not paid within 45 days of invoice.

### **UDA MEMBER DISCOUNT**

A 20% discount **on space charges** allowed to active DAIRY members of the United Dairymen of Arizona.

### **INSERTS**

Pre-printed inserts charged at one-half of equivalent space rate unless unusual handling required. (Sample of insert required for exact charge.) Contact advertising/production representative for available positions and specifications required by printer.

### **COVER POSITIONS**

If requested, full-page, 12-insertion contract ads may be rotated with other contract ads on the inside front, inside back and back covers. Regular rates apply.

### **MECHANICAL REQUIREMENTS**

Offset printing. Full-page image space normally 7 1/2" x 10"; bleeds allowed – trims 8 1/2" x 11". 133 – 150 line screen halftone: Digital files of at least 300 dpi are preferred. Please call Debbie Maxwell to discuss format for digital files (.tif, .pdf, etc.). Laser prints must be at least 600 dpi. and scannable quality and are the least preferred medium.

**Four-color:** color separated film negatives or digital files required. Digital files are preferred. Supplied photos for scanning may be color or black & white. Publication is saddle stitched.

**CLOSING DATES & AD SIZE SPECIFICATIONS  
ON PAGE 2 OF THIS RATE SHEET—>**

## Advertisement Dimension Specifications

### United Dairymen Page Format

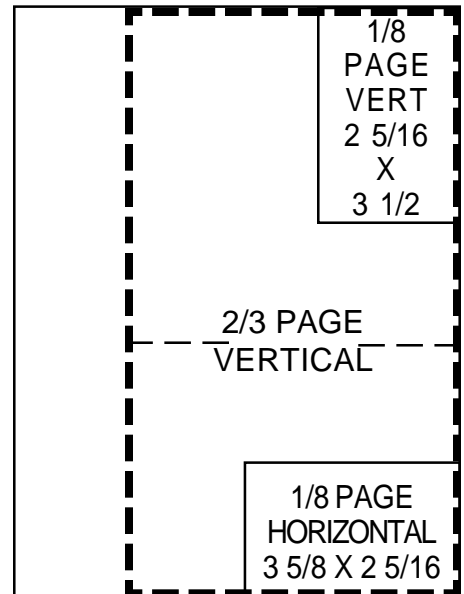
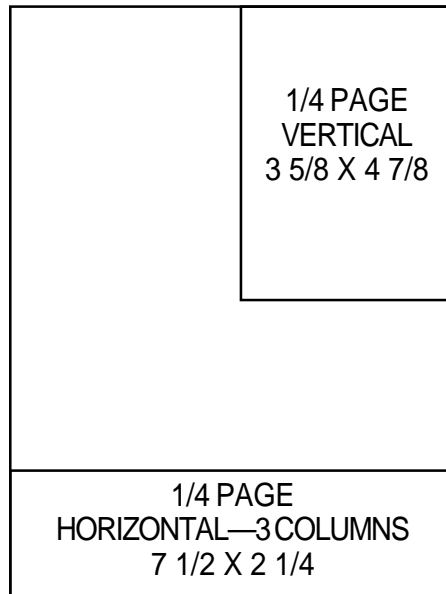
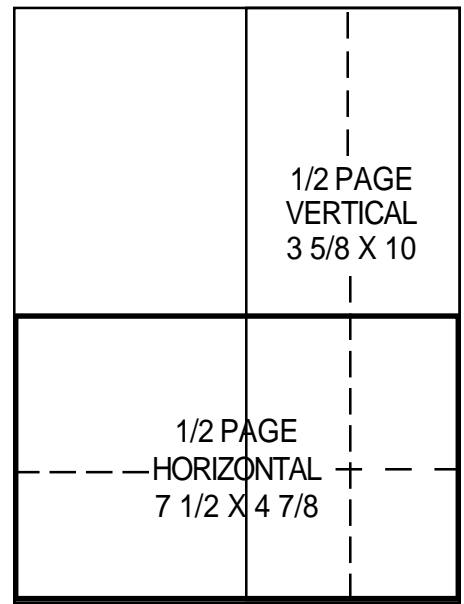
2 columns per page.

Column specifications are as follows:

**2-column format** – 21-1/2 pica width per column (approx. 3-5/8 in.); 2 picas (approx. 1/4 inch) between columns.

Column depth is 60 picas (10 inches)

*(See Mechanical Requirements for further explanation.)*



## Closing and Publication Dates

Space reservations and space changes are due by the 1st of month prior to date of publication. To assure proof before publishing, advertising requiring conversion is due in the graphics office by the 1st of the month prior to date of publication; copy must be clearly written and faxed or emailed. Call Debbie Maxwell for special arrangements for later delivery of advertising materials to the graphics office if needed.

**Deadline Example: June issue advertising reservations and/or ads requiring conversion are due May 1.** Camera ready art, photos, negatives or digital files (not requiring layout or typesetting) are due the 10th of the month. Advertisers are notified if deadline dates change due to Holidays or special issues. Call Debbie Maxwell to arrange later delivery of advertising materials if needed.

### CANCELLATION

Cancellation or space changes **not accepted after 1st of month prior to date of publication**. **Example:** June ads may not be cancelled after May 1st. Prior contract ad will be repeated if change is not ordered by deadline.

### REJECTION

The publisher reserves the right to cancel or reject any advertising.