

# How to Contribute to the Red Poll Beef Journal

## Deadlines

Winter Journal - December 15 | Spring Journal - April 15 | Fall Journal - August 15

## Ad Requirements

Advertisements should be submitted to the American Red Poll Association at [americanredpolls@gmail.com](mailto:americanredpolls@gmail.com). Please send your payment to ARPA, 2904 North Washington Road, Greens Fork IN 47345. when you submit your ad. Also, please write Journal on the memo line if paying by check as the Red Poll Beef Journal now has its own checking account. ARPA will forward your advertisement to our publisher, Derek Jeffries at [jeffriessalesmarketing@gmail.com](mailto:jeffriessalesmarketing@gmail.com) (502) 706-1809. If you are sending in an ad which has already been prepared, the ad must be print ready. In other words, it must be a high resolution jpeg file or a pdf file with a resolution of 300 ppi or better. The ad must also be the size in which you are wishing to advertise and all ads must have a 0.25 inch margin all the way around. If you are using an ad which you have created yourself, any changes made from issue to issue will need to be made by you, as Jeffries Sales Marketing cannot make changes to work created by others. Ads within the magazine will be placed by the publisher on whatever pages work out best with the features being printed in that issue. Derek Jeffries will be happy to answer your questions about these requirements.

If you would like to have an ad created, Jeffries Sales Marketing offers design services.

## Advertising Rates

Advertisement Size	Price	File Size
Full Page	\$260.00	8.5 in wide, 11 in tall
1/2 Page	\$140.00	8.5 in wide, 5 1/2 in tall
1/3 Page	\$140.00	8.5 in wide, 3.66 in tall
1/4 Page	\$90.00	4.25 in wide, 5.5 in tall
4 inch	\$60.00	3.5 in wide 4 in tall
Business Card	\$40.00	3.5 in wide, 2 in tall
Back Cover	\$300.00	8.5 in wide, 11 in tall

## News and Events

Please submit association news items and notices of upcoming events to [americanredpolls@gmail.com](mailto:americanredpolls@gmail.com) for inclusion in the magazine.

The publications committee thanks you for supporting the Red Poll Beef Journal. The magazine is entirely funded by advertising revenue and our goal is service and promotion. Please reach out to the association office or the publications committee with your comments. We would like to know how things are going and how to make the magazine better.

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