

THE LEADER IN LIVESTOCK SHOW & SALE INFORMATION!

We truly appreciate your interest in The Show Circuit!

We are a livestock-oriented publication that centers around cattle ranchers, club calf producers, and livestock shows. Our readership encompasses a broad group of agriculture enthusiasts.

Our subscription list is around 4,500, and we also hand-deliver thousands of issues to many livestock shows and state fairs throughout the year. The largest core of our subscription base is in the Midwest states of Iowa, Indiana, Illinois, and Ohio, but we have subscribers in almost every state in the US and even in Canada. In addition to our headquarters in Illinois, we have staff members in Texas, Iowa, Nebraska, and Alberta, Canada.

Our magazine's advertisements are mostly show cattle producers, but we do have several contract advertisers that are in broader agriculture-related fields, such as equipment, trailers, feed and grain, photographers, and pharmaceuticals.

If you have any questions, please be sure to contact any of our knowledgeable and accommodating staff. We're here to assist you and your clients in their advertising and publicity needs!

••• DISTRIBUTION •••

With almost 5,000 subscribers, our magazine hits mailboxes from sea to sea! Here's a break-down of our readership.

Iowa..... 14%	Nebraska 8%	Kansas..... 5%
Indiana..... 12%	Oklahoma 8%	South Dakota..... 5%
Ohio 11%	Texas 7%	Remaining U.S. and
Illinois..... 9%	Missouri 6%	Canada 15%

••• ADVERTISEMENT PRICING •••

Full Page/Color - \$595	Full page/BW - \$385
1/2 Page/Color - \$460	1/2 Page/BW - \$250
1/4 Page/Color - \$385	1/4 Page/BW - \$175

Discount rates for all-year advertising available upon request.

Cover and position pages: priced upon request.

All partnerships will be billed to one person. 5% discount for pre-paid ads.

Terms: due upon receipt. Accounts 30 days past due are subject to 24% APR on all overdue invoices.

••• 2012 ADVERTISING DEADLINES •••

Ads to be placed in any issue of The Show Circuit must be reserved by the following dates. Camera-ready ads must be submitted by the dates listed in parentheses.

January/February Issue.....	Dec 1 (CR deadline: Dec 15)
March Issue (AI Sire Feature).....	Feb 1 (CR deadline: Feb 13)
April Issue (AI Sire Feature).....	March 1 (CR deadline: March 19)
May Issue (AI Sire Feature).....	April 1 (CR deadline: April 16)
June/July Issue.....	May 10 (CR deadline: May 14)
August Issue.....	July 1 (CR deadline: July 10)
Fall Sires Special Issue.....	Aug 10 (CR deadline: Aug 27)
September/October Issue.....	Aug 10 (CR deadline: Sept 3)
November/December Issue.....	Oct 1 (CR deadline: Oct 15)
Annual Calendar.....	Oct 1 (CR deadline: Oct 15)

••• STAFF CONTACTS •••

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••• AD SIZES •••

Please refer to the diagrams on the following pages for details about ad sizing, trim, bleed, and margin requirements. Contact carrie@theshowcircuit.com if you have any questions about specifications or deadlines.

ONLINE TEMPLATES

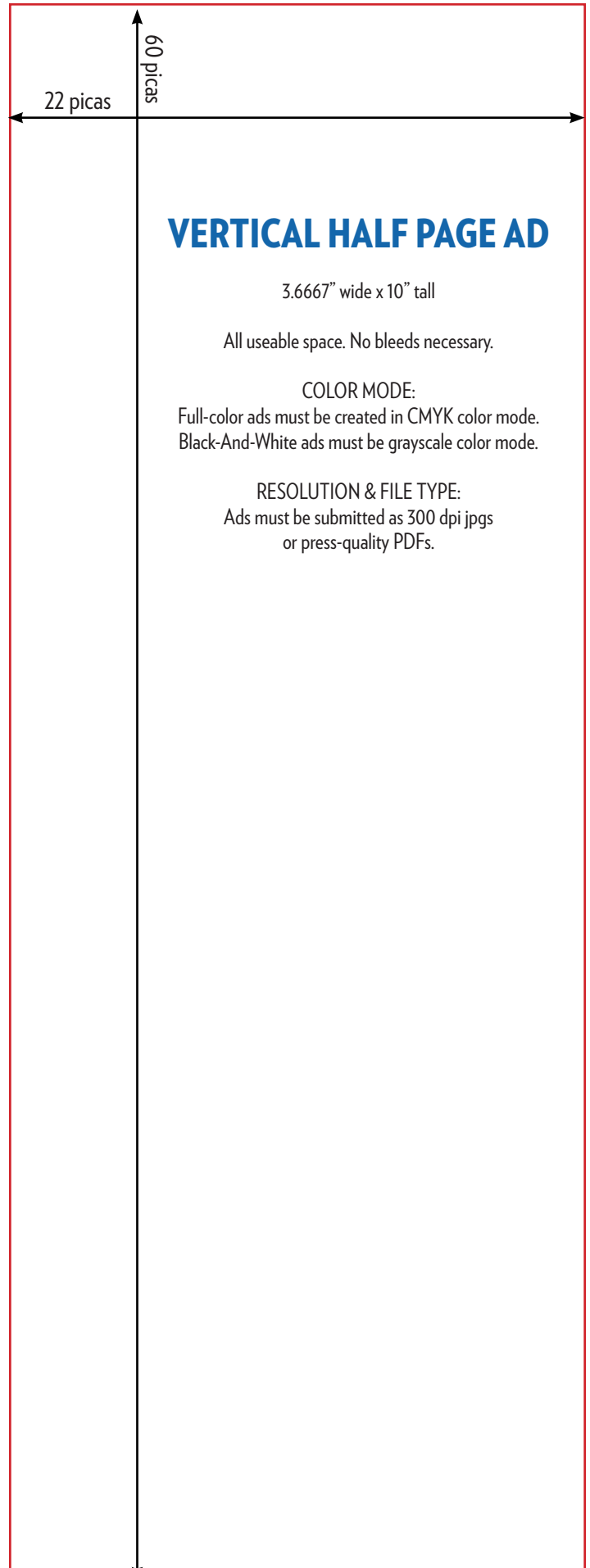
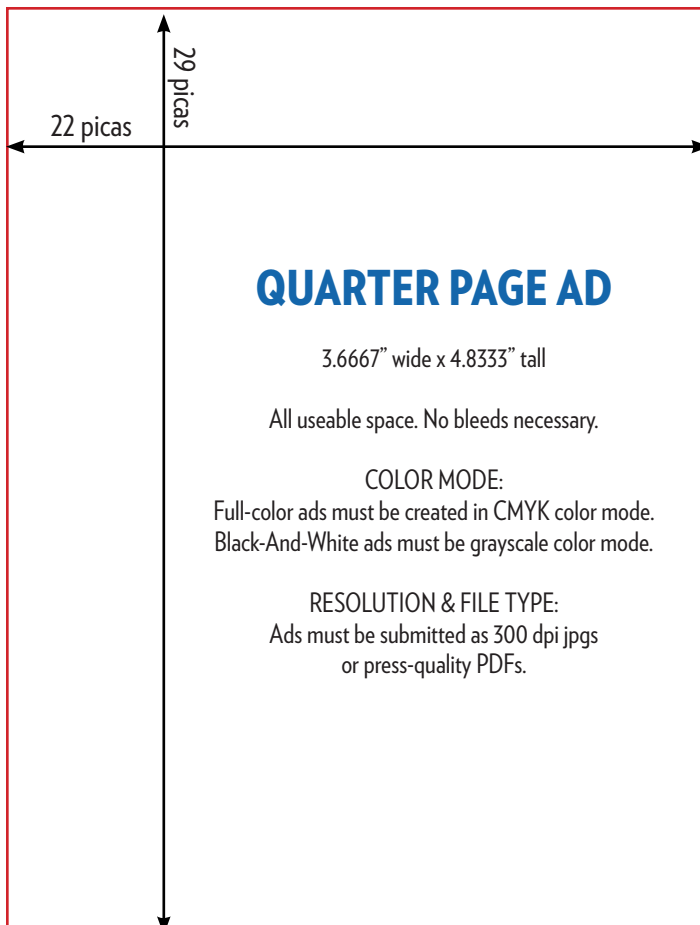
These diagrams are also available in Adobe InDesign or Adobe Photoshop formats, which can be used as templates. Go to www.theshowcircuit.com, click on the "Advertise" tab, and scroll to the bottom to click on downloadable links.

••• CAMERA-READY SPECS •••

- Full color ads must be created in CMYK color mode.
- Black and white ads must be grayscale color mode.
- All ads must be submitted as 300 dpi jpg files or press-quality pdf files.
- Photos/logos within ads should, likewise, be at least 300 dpi and CMYK.
- Ads must be submitted in electronic format by one of the following methods:
Email - Send to carrie@theshowcircuit.com.
SC FTP site - Login information is listed below. Please send an email to carrie@theshowcircuit.com to let us know your upload is complete.
Your FTP site - Please send the necessary login info to carrie@theshowcircuit.com.

SC FTP LOGIN

ftp address: [app.brickftp.com](ftp://app.brickftp.com) • login: theshowcircuit • password: roland1
Please place your file in the "Incoming" folder.





45 picas

29 picas

HORIZONTAL HALF PAGE AD

7.5" wide x 4.8333" tall

All useable space. No bleeds necessary.

COLOR MODE:

Full-color ads must be created in CMYK color mode.

Black-And-White ads must be grayscale color mode.

RESOLUTION & FILE TYPE:

Ads must be submitted as 300 dpi jpgs

or press-quality PDFs.

0.5"
0.625"

0.5"
0.625"

FULL PAGE AD

LIVE SPACE (SAFE ZONE)

All critical elements (text, images, logos, etc.) must be kept inside the blue box.
Anything left outside the blue box may be cut off during trimming.

TRIMMING EDGE

Everything outside this border will be cut off during the trimming process.

BLEED

Extend all background art all the way to the edges of the canvas (beyond the trim lines), allowing 0.125" bleeds.

COLOR MODE: Full-color ads must be created in CMYK color mode.
Black-And-White ads must be grayscale color mode.

RESOLUTION & FILE TYPE: Ads must be submitted as 300 dpi jpgs or press-quality PDFs.

Live Space (Safe Zone): 10"

Trim Size: 11"

File size (with bleeds): 11.25"

Live Space (Safe Zone): 7.5"

Trim Size: 8.5"

File size (with bleeds): 8.75"