

EST. 1987



Angus
ICON

Celebrating Red & Black Angus of the West

Media Kit



ABOUT

Angus Icon is about the West and for the West, focusing on the purebred and commercial industry using and promoting Red and Black Angus. News and views for juniors, commercial and registered producers alike keeps *Angus Icon*, the West's most looked to and read source for Western Angus activities.

Angus Icon showcases the Angus breed from the Dakotas to the Pacific and keeps you abreast of the sales, shows, activities, and association news throughout the West and beyond. *Angus Icon* reaches the heart beat of the Angus industry. The movers and shakers to the dedicated and loyal producers and ranchers, all look to *Angus Icon* to keep them current about the Angus scene.

All of us at *Angus Icon* are here to assist you with your marketing agenda and keep you current on what's new.

We are truly a tool that is regarded as a must among progressive programs. If we can assist you in any way, please feel free to contact our experienced professional staff.



Celebrating Red & Black



EDITORIAL

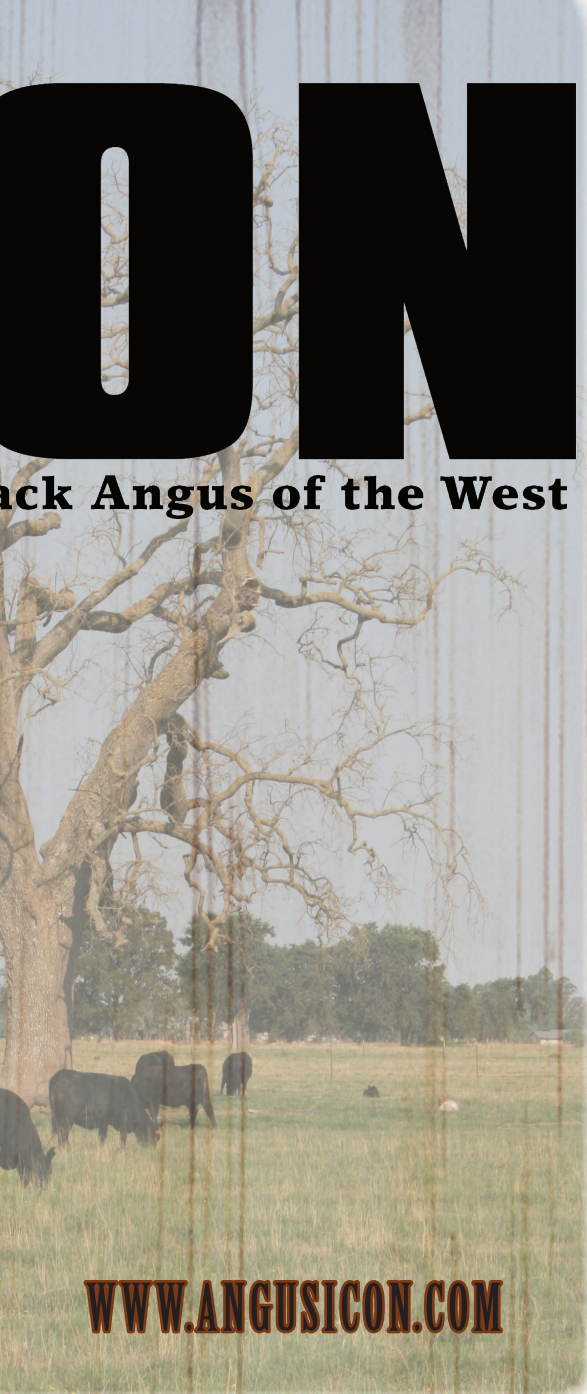
Angus Icon will cover everything that revolves around you; the Angus breeders of the West. From industry happenings, breed association highlights, junior member features and of course keeping you up to date on all of the Angus events happening within the Western States.

Show Coverage
Sale Reports
Events Calender
Association Highlights
Ranch Features
Junior Focus
and much more.



ON

Black Angus of the West



WWW.ANGUSICON.COM

Angus Icon reaches both Red and Black Angus breeders of the major eleven Western States while also extending beyond the Rockies into the Midwest all the way to the East Coast.

With over 40 years in the industry, Angus Icon publisher, JDA, Inc. has compiled one of the most extensive mailing list in the business.

FREQUENCY

Angus Icon is published bi-monthly; Six issues a year.

January/February

March/April

May/June

July/August

September/October

November/December

ADVERTISING

Black and White

Page (8.25" wide x 10.75" tall).....	\$615
2/3 Page (4.6111" wide x 9.5" tall).....	\$475
1/2 Page (7" wide x 4.63" tall).....	\$395
1/3 Page (4.6111" wide x 4.63" tall).....	\$315
1/4 Page (3.48" wide x 4.625" tall).....	\$240
1/6 Page (2.2222" wide x 4.625" tall).....	\$170
Column inch (2.2222" wide x 0.9" tall).....	\$32.50
Front Cover.....	\$800

COLOR, add

Black and white plus one color	\$130
Black and white plus 1 color (your specified color).....	\$200
Black and white plus 2 color.....	\$235
4 color.....	\$370

MECHANICAL REQUIREMENTS:

Trim size: 8.25"x10.75"

Type area: 7"x9.5"

Width of column: 202"x9.5"

Three columns per page.

Printed by offset process. Material should be camera ready.
(300 DPI or better).

~ Angus Icon will build your ad at no additional charge ~

DISTRIBUTION



Angus ICON

Celebrating Red & Black Angus of the West

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