

PAUS ADVERTISING CONTRACT

For _____ year

ADVERTISER INFORMATION

Company Name _____	Telephone _____
Name _____	Cell _____
Address _____	Email _____
City _____ State _____	Zip Code _____

The PAUS on the MOO-VE is the official publication of the Piedmontese Association of the United States and published quarterly. This publication is dedicated to Piedmontese cattle, the cattle industry, and association business and offers exposure to cattlemen throughout the United States and Canada. The Piedmontese Association of the United States reserves the exclusive right to accept, or reject any advertising or editorial material submitted for publication. The Piedmontese Association of the United States assumes no responsibility for the advertising content as submitted. Advertisers assume all responsibility for the accuracy and truthfulness of submitted advertising. Advertisers shall indemnify and hold harmless the Piedmontese Association of the United States for any claims concerning advertising content as submitted.

Signature

Date

AD INFORMATION

CONTRACT ADVERTISEMENT

Mark the following issues you wish to advertise in

- | | | | |
|-------------------------------|---------------------------------|---------------------------------|---|
| PAUS On the MOO-VE Newsletter | <input type="checkbox"/> Spring | <input type="checkbox"/> Summer | <input type="checkbox"/> Membership Directory |
| | <input type="checkbox"/> Fall | <input type="checkbox"/> Winter | <input type="checkbox"/> |

PAUS on the MOO-VE	Ad Size	Contract Ad price	Profile issues	
			Total # of issues Marked	Totals
<input type="checkbox"/> Business Card	3 1/2" X 2 "	\$25.00		
<input type="checkbox"/> 1/4 Page	3 1/2" x 4 1/2 "	\$45.00		
<input type="checkbox"/> 1/2 Page	3 1/2" x 9 " 7 1/2" x 4 1/2 "	\$60.00		
<input type="checkbox"/> 3/4 Page	7 1/2" x 7"	\$90.00		
<input type="checkbox"/> Full Page – inside pages	7 1/2" x 9"	\$120.00		
<input type="checkbox"/> Full Page – inside front cover	7 1/2" x 9"	\$150.00		
<input type="checkbox"/> Full Page – inside back cover	7 1/2" x 9"	\$150.00		
<input type="checkbox"/> Front Cover - Color	7 1/2" x 7"	\$200.00		
<input type="checkbox"/> Back Cover 1/2 page - color	7 1/2" x 4 1/2"	\$100.00		

Other Advertising opportunities	Membership Directory		
<input type="checkbox"/> Business Card	3 1/2" X 2 "	\$50.00	
<input type="checkbox"/> 1/4 Page	3 1/2" x 4 1/2 "	\$90.00	
<input type="checkbox"/> 1/2 Page	3 1/2" x 9 5/8 " 7 1/2" x 4 1/2"	120.00	
<input type="checkbox"/> 3/4 Page	7 1/2" x 7"	\$180.00	
<input type="checkbox"/> Full Page – inside pages	7 1/2" x 9 5/8"	\$260.00	
<input type="checkbox"/> Full Page – inside front cover - Color	7 1/2" x 9 5/8"	\$280.00	
<input type="checkbox"/> Full Page – inside back cover - Color	7 1/2" x 9 5/8"	\$280.00	

- Camera-ready ad – original provided
- Camera-ready ad – electronic file provided In JPG, PDF file
- Draft ad – text only provided or text and images provided – DESIGN AND LAYOUT NEEDED

Subtotal		
Grand total		

Amount Enclosed

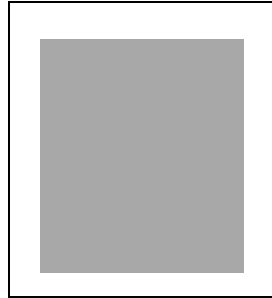
Send completed contract to:
Piedmontese Association of the United States
343 Barrett Road, Elsberry, MO 63343
Telephone: (573) 384-5685

PAUS ADVERTISING CONTRACT

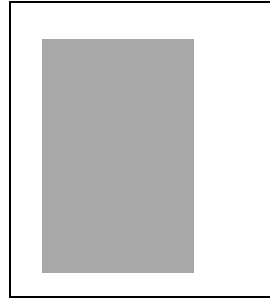
For _____ year

Shapes
Sizes

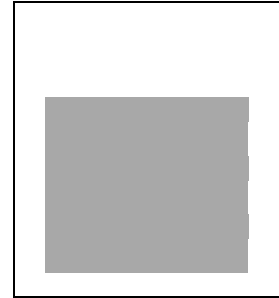
Rates



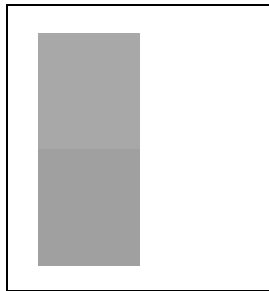
FULL PAGE
7" w x 9 5/8" d



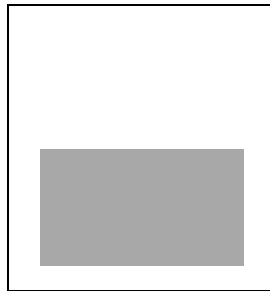
3/4 PAGE
VERTICAL
5" w x 7 1/2" d



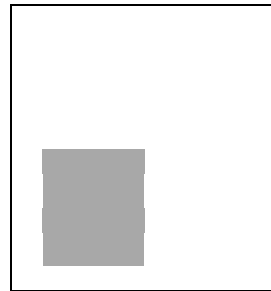
3/4 PAGE
HORIZONTAL
7" w x 7" d



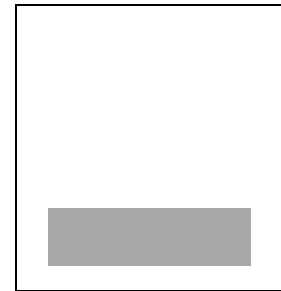
1/2 PAGE
VERTICAL
3.5" w x 9 5/8" d



1/2 PAGE
HORIZONTAL
7 1/2" w x 4.5" d



1/4 PAGE
VERTICAL
3.5" w x 4.5" d



1/4 PAGE
HORIZONTAL
7" w x 2 1/4" d

***** COLOR *****

All advertisements are printed in black and white at no additional cost. Call for color price

SPECIAL HANDLING

Advertisers requesting extra advertising materials for other publications or personal use will be charged for cost of production materials plus a 15% service charge (\$25 minimum) and necessary shipping charges. This service is only available on ads placed in the *PAUS Profile Magazine*.

COVERS or SPECIAL POSITIONS

Front and back covers are auctioned off at the annual *PAUS Field Days* or the *Spring Production Sale*.

PREFERRED MATERIALS

Electronic PDF files on IBM formatted disks are preferred. Files that were created using Adobe Photoshop, Adobe Illustrator, Microsoft Publisher, or Microsoft Word are acceptable. Electronic images (pictures or graphics) should be in a JPEG or TIF file format; For best results, non-electronic camera-ready ads should be originals, professionally or laser printed. Inkjet and photocopies will not produce a high-quality advertisement. For ads designed by PAUS, provide typed text and original artwork/photos/graphics/logos and special instructions.

ISSUANCE, CLOSING AND CANCELLATION DATES

PAUS on the MOO-VE is published quarterly. Closing dates for electronic files, artwork, and advertisement copy is the tenth (1st) of the month preceding publication. Ads are not cancelable after the 15th of the month preceding publication.

CONTRACT AND COPY REGULATIONS

PAUS reserves exclusive right to accept or reject advertising material submitted for publication. Contracts may be discontinued by either party on 30 days' written notice. Cancellation of contract, in whole or in part, forfeits the right to position protection and/or the contract rate. *PAUS* reserves the right to hold advertiser and/or its advertising agency jointly and severally liable for such monies as are due and payable to *PAUS*.

RATES

Rates are for camera-ready ads only.

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