

Policy of The Jersey Journal

The purpose of the *Jersey Journal* is to promote Jerseys and to serve as the media to carry Jersey news and ads to the owners of Jerseys and other interested parties. To fulfill this purpose, the following policies have been established by the American Jersey Cattle Association Board of Directors.

Editorial Policy. The editorial policy of the *Jersey Journal* is to reflect the positions and programs of the Jersey breed as established by the Board of Directors.

Advertising Policy. The policy of the AJCA concerning breed advertisements in the *Jersey Journal* is to require that breeder ads promote Registered Jerseys and those eligible for registration. Advertising involving politics and ads criticizing Jerseys and/or Jersey programs will be declined. Advertising offering semen for sale must completely identify the seller. Advertising may include references to animals of other breeds owned by the advertiser; however, advertisers may not publish pictures of animals other than Jerseys.

The *Jersey Journal* will use USDA genetic evaluations for foreign animals if information is available. If USDA information is not available, the origin of the information used will be listed.

Letter to the Editor. This column is made available to include discussion of opinions, policies and problems, and other subjects provided the comments are constructive. Derogatory letters mentioning individual names or animals will not be published, neither will political or anonymous letters.

When the Editor receives ads or letters which are believed to be questionable, these will be referred to the Development Committee of the Board.

A majority vote of the committee will be final. When the committee is divided or so requests, the material in question will be submitted to the Board of Directors for a decision.

Additional Advertising Information

Closing Date. Ad copy is due in the *Journal* office by the first day of the preceding month of publication; that is, for example, September 1 for the October issue. Contract advertisers who do not submit new copy will have a recent ad repeated.

Discount. A discount of 10% of the advertising space rate will be given to advertisers who confirm the space order and provide all ad materials by the closing date.

Cancellation. Cancellation of the order or changes of the copy will not be accepted after the closing date. The right is reserved to decline or discontinue any advertisement for reasons satisfactory to the publisher.

Billing. Advertisers will be billed following publication of the ad. Net amount is due in 30 days or less. *No agency discounts allowed.*

Color. Contact an advertising representative for approximate charges before making decisions. Any special art costs will be billed to the advertiser.

Jersey Journal

Reach your market through the *Jersey Journal*, the official publication of the American Jersey Cattle Association and National All-Jersey Inc. The *Journal* is mailed monthly to 3,100 subscribers across the U.S. and 36 foreign countries.

Black/White Advertising Rates

Rates effective January 2005 issue

No Agency Discounts Allowed

Breeder Rates

Page Size	Contract	Non-Contract
Full page	\$615.00	\$690.00
2/3 page	465.00	530.00
1/2 page	350.00	405.00
1/3 page	250.00	295.00
1/4 page	200.00	220.00
1/6 page	140.00	160.00
1 inch	35.00	45.00

Commercial/Industry Rates

Page Size	Contract	Non-Contract
Full page	\$665.00	\$750.00
2/3 page	505.00	575.00
1/2 page	380.00	440.00
1/3 page	274.00	315.00
1/4 page	220.00	235.00
1/6 page	150.00	175.00
1 inch	37.00	52.00

Graphic Services

Photo Preparation

Black/White scan, per photo \$ 7.25

Four-color scan, per photo 25.00

Color

Additional PMS, per color, per page \$110.00

Four-color process, per page 330.00

Ask about our color specials during the months of January,

March, April, May, September, and October

Digital Services

PDF reproduction for advertiser's use \$25.00

Reprints

Contact Editor for pricing and availability.

Farm Logos. Provide a clear copy to the *Journal*. Artwork is available at a charge of \$40.00 per hour. Contact the Editor for more information.

Corrections. An ad proof will be sent to each advertiser. It is the responsibility of the advertiser to notify the *Jersey Journal* of errors in the ad. Changes made in ad copy by the advertiser that are not the errors of the *Journal* will be charged at a minimum of \$20.00.

Contract Advertising. Breeders contracting for advertising are required to run a minimum of one ad, at least one (1) inch in size for a minimum of 12 issues. If an advertiser breaks a contract, for whatever reason, before the contract period ends and at a later date wishes to re-establish a contract with the *Journal*, the advertiser will be billed at non-contract rates for all advertising until 12 consecutive months of advertising have been placed in the magazine. At that time, the difference between the contract and non-contract rates will be applied to future advertising, and all future billings will be at the contract rate.

State Pages. Breeders who advertise on state pages qualify for contract advertising rates. States associations will qualify for a 12-page rebate only if a minimum of 10 breeders place advertising during a calendar year, or if at least 24 pages have been placed by any number of breeders from that state.

Notice to Advertisers. Advertising for sales scheduled prior to the 20th of the month of publication are accepted at the advertiser's risk.

Photographs and Copyright Law. Reproduction of copyrighted work in productions of the American Jersey Cattle Association and National All-Jersey Inc. and Subsidiary, including *Jersey Journal* advertising, is subject to legal restrictions.

By law, the creators of original work have the exclusive right to reproduce their work. They may place a copyright notice on their works; however, this notice is not required under the law. Works are still considered copy-right protected without depicting a copyright notice.

Therefore, all photographs and artworks submitted for reproduction in the *Jersey Journal* are assumed to be copyrighted. Permission from the copyright owner to reproduce a photograph and/or artwork is understood to be granted when (1) an authorized copy has been purchased by the advertiser from the copyright owner, and (2) it is placed in the permanent files at the AJCA-NAJ offices. This arrangement does not authorize AJCA-NAJ staff to distribute either these materials or their digitized images. All requests will be declined.

Further Information. Contact the *Jersey Journal*, 6486 E. Main St., Reynoldsburg, OH 43068-2362, or better yet, call 614/861-3636, or email journal@USJersey.com.

Advertising Contract

You are authorized to publish monthly in the *Jersey Journal* an ad _____ in size for 12 months, beginning with the _____ issue and continuing until _____.

SIGNATURE _____ DATE _____

BUSINESS NAME _____ CONTACT PERSON _____







ADDRESS _____ CITY _____ STATE _____ ZIP CODE _____

PHONE _____ FAX _____ EMAIL ADDRESS _____

-----CUT AND RETURN-----

Mechanical Requirements

Contact *Jersey Journal* staff for assistance.
 Trim Size 48.5 x 66.5 picas (8" x 11")
 Bleed 50 x 68

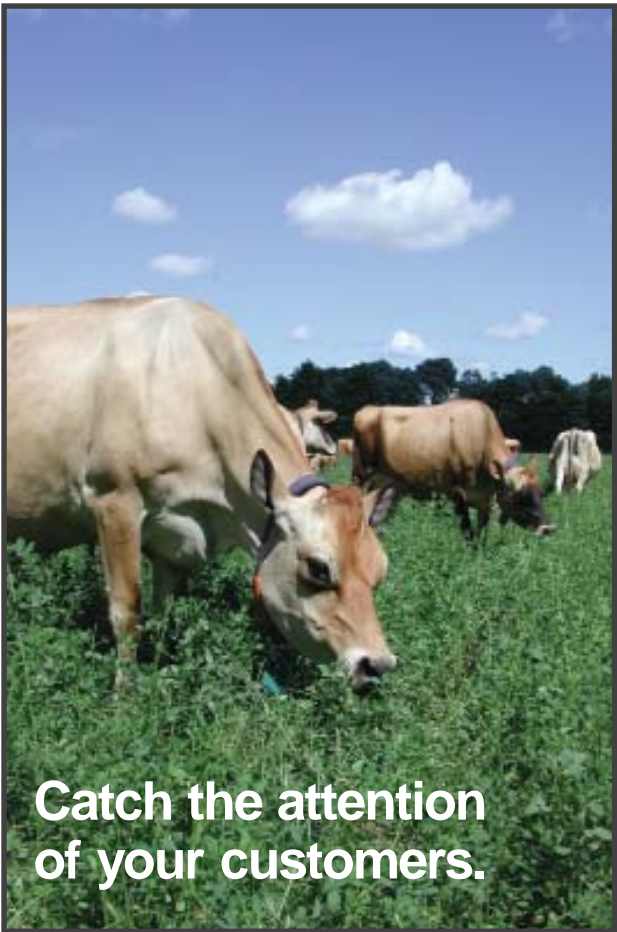
-  **Full Page**
42 x 59.5 (7" x 9 7/8")
-  **2/3 Page**
42 x 38.5 (3 column)
27.5 x 59.5 (2 column)
-  **1/2 Page**
42 x 29 (3 column)
27.5 x 44.5 (2 column)
20.5 x 59.5 (1.5 column)
-  **1/3 Page**
42 x 19.5 (3 column)
27.5 x 29 (2 column)
13 x 59.5 (1 column)
-  **1/4 Page**
42 x 13.5 (3 column)
27.5 x 22.5 (2 column)
20.25 x 29 (1.5 column)
-  **1/6 Page**
42 x 11.5 (3 column)
27.5 x 13.5 (2 column)
13 x 29 (1 column)

Subscribe to *Jersey Journal*
To U.S. Address

1 year \$25.00
 3 years 70.00
 5 years 110.00
 1 year, First Class 60.00

Outside the U.S.A.

1 year \$35.00 U.S.
 3 years 95.00 U.S.
 5 years 155.00 U.S.
 1 year, Air Mail 100.00 U.S.
U.S. funds only, please



**Catch the attention
 of your customers.**

Jersey Journal
 6486 East Main Street
 Reynoldsburg, Ohio 43068-2362
 614/861-3636 • Fax 614/861-8040
 Email journal@USJersey.com
 Website <http://www.USJersey.com>

*Since 1953, the Official Publication of the
 American Jersey Cattle Association and
 National All-Jersey Inc.*