



Wednesday 1st February, 2012

Advertising in the 2012 Shorthorn Beef Annual

We are proud to announce the following advertising rates for the first Shorthorn Beef Annual Magazine. The magazine is due to be released late April in time for Beef Australia 2012 where it will be heavily distributed, as well as at other national and regional events this year.

As this magazine will be a major Shorthorn promotional tool used in 2012 this is a prime opportunity for you to advertise your stud. As well as offering discount advertising rates to members we are asking you to send through any professionally prepared editorial on your clients use of Shorthorns or Shorthorns in general which could be used in the magazine.

We are very excited about this new venture and hope that our members will take up this great opportunity and help us achieve a fantastic result for our breed.

We look forward to hearing from you

Sincerely

Kate and Kayla
Shorthorn Beef Office



Annual Magazine Advertising Booking Form

Advertisement size	Price (ex GST)	Please select
Full Page	\$650.00	
Half Page	\$440.00	
Third Page	\$320.00	
Quarter Page	\$280.00	
Members Listing	\$80.00	

Name: _____

Membership number (if applicable): _____

Signed _____ Date _____

** Please note all advertisements must be supplied print ready*