

*American Cowboy's* editorial is directed toward a readership of people who live the lifestyle everyday and to those who aspire to live the romance of the West as expressed through personalities, celebrities, rodeo, equine sports, travel, food, fashion, entertainment, music, art, and more.

Paid Circulation: 95,000    Readers: 330,000  
(50,000 bonus distribution copies at major Western events.)



## READER PROFILE

- 54% male -- 46% female
- Median age: 50
- 82% own their homes
- Median household income: \$84,429
- Average readers per copy: 4
- 64% save issues for future reference
- 66% plan to purchase western apparel in the next year
- 65% plan to purchase CDs/DVDs/books/magazines in the next year
- Average number of horses own/lease: 2.8
- 72% participate in or attend rodeos and shooting sports
- Average spent on travel in the past year: \$3,763
- 69% shop by catalog/mail order/Internet

Source: October 2008 Reader Survey

## 2010 NET CLASSIFIED ADVERTISING RATES

Ad Type/Size	1 Issue	3 Issues*	6 Issues*
<b>Classified Word Ad</b> (Cost per word) (10 word minimum)	\$3.30	\$3.10	\$2.90
<b>Yellow Tint Block:</b> Additional 10% cost			
<b>Black &amp; White</b>			
<b>One Inch</b> (Available in 1/4" increments over 1")	\$226	\$211	\$196
<b>Two Inch</b> (Maximum ad size)	\$411	\$383	\$358
<b>Color</b>			
<b>One Inch</b> (Available in 1/4" increments over 1")	\$272	\$254	\$237
<b>Two Inch</b> (Maximum ad size) (Column width: 2 3/16")	\$497	\$462	\$432

All rates are net and are per issue. \*Cancellation of advertising prior to the expiration of the contracted issue dates will affect the rate per issue. Advertising cost will be adjusted and billed to reflect the frequency rate earned. Advertising cannot be cancelled after the closing date of each issue.

### COUNTING WORDS

(Regular Classified): Two initials are considered one word, each abbreviation is considered one word and figures consisting of a dollar sign and seven numerals or less are considered one word. If you use a post office box, P.O. is one word, Box is one word and the number of box is one word. Cities and states consisting of two words or more are considered one word: i.e. "New York City" or "Salt Lake City." Zip code is considered one word. When using Internet or email, addresses count as three words each. Telephone numbers with area codes are considered one word. No charge for normal punctuation.

### CLASSIFIED WORD AD STYLE

All advertisements are set uniformly. They are set solid with the lead words set in bold. URL's, email addresses, phone and fax numbers are set in bold. Abnormal capitalization, type variations, illustrations, special line breaks, and borders are not permitted.

### DISPLAY SPECIFICATIONS

File types accepted: Adobe Photoshop, Adobe Illustrator (when sending EPS files, save all text as out-lines). High resolution PDF file (distilled through Acrobat Distiller with fonts embedded). QuarkXpress or InDesign with all resource files (logo, graphics) and screen/printer fonts (postscript fonts only, no true-type fonts) included. Color images in CMYK mode only (do not send RGB). Black and White ads are set using black only, zero-100% (do not use a CMYK breakdown); 300 dpi resolution, saved as PDF, Tiff or EPS. Send ads via email to: production@rja-ads.com with a copy to your sales account representative indicating the publication in which the ad is being placed in the subject line or send on disk. FTP site information is available upon request. If sending a file type other than a Tiff or PDF, please send a PDF for proofing purposes or fax a copy of the ad to: 800-649-6712 (clearly stating which magazine you are working with). Reproduction quality is at the advertiser's risk if requirements are not met.

## 2010 ISSUE & CLOSING DATES

Issue	Closing	On Sale
February/March 2010	November 4, 2009	January 5, 2010
April/May	January 6, 2010	March 9
June/July	March 10	May 11
August/September	May 5	July 13
October/November	July 7	September 7
December/January 2011	September 8	November 9

## Classification Headings

Apparel/Accessories	Hay/Feed
Art/Antiques/Collectibles	Health/Grooming
Arts/Crafts	Home Decor
Associations/Clubs	Horse Training
Barns/Stables	Horse Transportation
Boarding Facilities	Horses & Ponies for Sale
Books/Music/Videos	Hunting & Fishing
Boot Repair	Insurance
Breeding	Leather Goods/Saddles
Business Opportunities	Livestock for Sale
Camps	Miscellaneous
Catalogs	Personals
Custom Knives	Professional Services
Dogs for Sale	Ranch Vacations/Cattle Drives
Education/Schools/Clinics	Real Estate
Employment	Rodeos
Entertainment	Shows/Sales/Auctions
eStores	Software
Events	Stabling Services
Farm Equipment	Stallions at Service
Fencing	Tack & Accessories
Firearms	Trailers & Equipment
Food & Nutrition	Travel/Tours/Tickets
Furniture	Vacations Out West
Gifts/Jewelry	Veterinary Supplies

# CLASSIFIED ADVERTISING ORDER FORM

American Cowboy Classified Office • P.O. Box 1510 • Clearwater, FL 33757-1510  
Overnight Delivery: 1001 S. Myrtle Ave., Suite 7 • Clearwater, FL 33756-3930  
(800) 237-9851 • (727) 443-7667 • Fax: (800) 649-6712 • ac@rja-ads.com • www.rja-ads.com/ac  
Office Hours: Monday through Friday, 8:30 AM - 5:00 PM Eastern Time

Check the issue(s) you wish to advertise in:

February/March     April/May     June/July     August/September     October/November     December/January

Ad Size/Number of Words \_\_\_\_\_  Black & White     Color     Yellow Tint Block

Payment method (check one): Total Enclosed \$ \_\_\_\_\_  Check     Money Order  
Charge Amount \$ \_\_\_\_\_  MasterCard     VISA     AMEX     Discover     PayPal

**Credit Card Orders: To avoid delay in scheduling, access our secure online order form at: [www.rja-ads.com/ac](http://www.rja-ads.com/ac) or fax this order form to: (800) 649-6712.**

Credit Card Number \_\_\_\_\_ - \_\_\_\_\_ - \_\_\_\_\_ - \_\_\_\_\_ Expiration Date \_\_\_\_ / \_\_\_\_ CVV \_\_\_\_  
(Your credit card statement will reflect this charge as RJA LLC 8002379851 FL US)

Cardholder Signature \_\_\_\_\_ Telephone ( \_\_\_\_\_ ) \_\_\_\_\_  
(Signature Mandatory)

Company \_\_\_\_\_ Telephone ( \_\_\_\_\_ ) \_\_\_\_\_

Contact Person \_\_\_\_\_ Fax ( \_\_\_\_\_ ) \_\_\_\_\_

Address \_\_\_\_\_ Email \_\_\_\_\_

City \_\_\_\_\_ State/Province \_\_\_\_\_ Zip/Postal Code \_\_\_\_\_

Address \_\_\_\_\_  
(Address where credit card statement is received if different from above)

Authorized Signature \_\_\_\_\_

## Above information must be filled out completely

COPY FOR CLASSIFIED ADVERTISEMENT (please type or print to avoid errors) \_\_\_\_\_

American Cowboy is represented exclusively by Russell Johns Associates, LLC of Clearwater, Florida for Classified advertising.

**BILLING & CREDIT:** Checks (drawn upon a U.S. bank in U.S. funds), MasterCard, VISA, American Express, Discover, and PayPal are accepted for payment. Make checks payable to American Cowboy/Russell Johns Associates, LLC. Returned checks will be subject to penalties pursuant to Florida law. Credit card number, CVV code, expiration date, authorized amount, billing address, and signature of cardholder are required for credit card payments. Additional identification may be requested. Classified word advertising must be paid by issue close date. Display advertising credit will be based on approved credit application after prepayment of first insertion. All invoices are payable net 30 days. Invoices not paid according to terms will be subject to a 5% late payment fee. Tearsheet available only upon request.

### COPY & CONTRACT POLICIES:

A. PUBLISHER and/or Russell Johns Associates, LLC (RJA) reserves the right at its absolute discretion, and at any time, to cancel any advertising order or reject any advertising copy, whether or not the same has already been acknowledged and/or previously published. In addition, PUBLISHER and/or RJA reserves the right to remove from selected copies of the publication advertisements containing matter that subscribers have deemed objectionable or fraudulent. In the event of such cancellation or rejection by PUBLISHER and/or RJA, advertising already run shall be paid for at the rate that would apply if the entire order were published. Cancellation of any portion of any advertising order or contract by or on behalf of the Advertiser or failure to have published the specified number of pages automatically nullifies any rate discount, including for previously published advertisements, and may result in a short-rate. In such event, the Advertiser and/or Agency must reimburse PUBLISHER or RJA for the short-rate within 30 days of invoice therefore.

B. Orders that contain rates that vary from the rates listed herein shall not be binding on PUBLISHER or RJA and may be inserted and charged for at the actual schedule of rates.

C. Advertisements that simulate editorial content must be clearly defined and labeled "ADVERTISEMENT" and PUBLISHER and/or RJA may, at their sole discretion, so label such copy.

D. In the event of errors in advertisements that have not been approved by the Advertiser or its Agency or omissions of any advertisement(s), PUBLISHER's and/or RJA's liability shall not exceed a refund of amounts paid to PUBLISHER or RJA for the advertisement. The Advertiser is responsible for checking the accuracy of their published advertisement in the first issue in which it appears and reporting any errors immediately following publication of said issue. No compensation will be made for errors not reported immediately following publication of the first issue in which the advertisement appears. Neither PUBLISHER nor RJA are responsible for errors in key numbers or for any error due to illegibly written copy. Neither the PUBLISHER nor RJA will be liable for errors in advertisements that are submitted and/or approved by the Advertiser or its Agency.

E. All issues relating to advertising will be governed by the laws of the State of Florida applicable to contracts to be performed entirely therein. Any action relating to advertising must be brought in the state or federal courts in Clearwater, Florida and the parties hereby consent to the jurisdiction of such courts.

F. The Advertiser and its Agency, if there be one, each represent that any advertising (including product samples) submitted complies with all applicable laws and regulations and does not violate the rights of, and is not harmful to, any person, corporation or other entity. As part of the consideration to induce PUBLISHER to publish such advertisement, the Advertiser and its Agency, if there be one, each agree jointly and severally to indemnify and save harmless PUBLISHER and/or RJA, together with their employees and representatives, against all liability, loss, damage, and expense of any nature, including attorney's fees, arising out of any claims for libel, invasion of privacy,

copyright or trademark infringement and/or any other claim or suit that may arise out of the copying, printing, publishing, distribution or transmission of such advertisement.

G. In the event an order is placed by an Agency on behalf of the Advertiser, such Agency warrants and represents that it has full right and authority to place such order on behalf of the Advertiser and that all legal obligations arising out of the placement of the advertisement will be binding on both the Advertiser and the Agency.

H. The Advertiser and its Agency, if there be one, agree to be jointly and severally liable for the payment of all bills and charges incurred for each advertisement placed on the Advertiser's behalf. Advertiser authorizes PUBLISHER and/or RJA, at its election, to tender any bill to the Agency, and such tender shall constitute due notice to the Advertiser of the bill and such manner of billing shall in no way impair or limit the joint and several liability of the Advertiser and Agency. Payment by the Advertiser to the Agency shall not discharge the Advertiser's liability to PUBLISHER or RJA. The rights of PUBLISHER or RJA shall in no way be affected by any dispute or claim between the Advertiser and the Agency.

I. The Advertiser or Agency may not use any advertising space either directly or indirectly for any business, organization, enterprise, product, or service other than that for which the advertising space is provided by PUBLISHER and/or RJA, nor may the Advertiser or Agency authorize any others to use any advertising space.

J. PUBLISHER reserves the right to use any of the commercially accepted printing processes.

K. The Advertiser and/or Agency agrees to reimburse PUBLISHER or RJA for its attorneys' fees and costs in collecting any unpaid charge or portion of the charge for any advertisement.

L. The copyright in any unpublished advertisement created by RJA is owned by RJA, and may not be otherwise used by the Advertiser without RJA's prior written consent. The Advertiser and/or Agency agree that any advertisements published may, at RJA's and the PUBLISHER's option, be included in all media, whether now in existence or hereafter developed, in which the issue containing the advertisement is published, reproduced, distributed, displayed, performed, or transmitted, in whole or in part.

M. Rates and units of space are effective with the February/March 2010 issue. Announcement of any change in rate will be made 30 days in advance of the closing date for the first issue affected by such new rates. Orders for issues thereafter will be at the rates then prevailing.

N. The foregoing terms and conditions shall govern the relationship between PUBLISHER and/or RJA and the Advertiser and/or Agency. Neither PUBLISHER nor RJA has made any representations to the Advertiser or Agency that are not contained herein. Unless expressly agreed to in writing by PUBLISHER or RJA, no other terms or conditions in contracts, orders, copy, instruction, or otherwise will be binding on PUBLISHER or RJA.