

Livestock Publications Council Mission Statement: Founded in 1974, this non-profit organization was designed to serve the livestock publishing industry. Its goal is to provide a forum through which members can obtain information on how to improve their overall effectiveness and value to both readers and advertisers. LPC functions as an information exchange by allowing publication personnel and other members to discuss common problems with peers and arrive at workable solutions that benefit both.

**Publication** Memberships are open to all publications that devote at least 50 percent of their average contents to the livestock industry and publish at least four issues a year.

**Service** Memberships are open to individuals and to organizations that service the livestock industry, but do not meet publication membership requirements.

**Student** Memberships are for students who wish to become involved with LPC prior to graduation. A student membership does not have voting privileges but will be listed in the LPC Directory and will receive the Actiongram plus all other mailings.

◆ Publication Membership	\$175.00
Service Membership	\$150.00
Student Membership	\$ 35.00 ◆

(all payable in U.S. Funds)

The membership year is from Jan. 1 through Dec. 31 calendar year.

Please complete all of the pertinent information which will be published in the LPC annual directory

### PUBLICATION MEMBERSHIP

Publication name \_\_\_\_\_ Today's date \_\_\_\_\_ Date organization was established \_\_\_\_\_

Mailing address \_\_\_\_\_ Physical address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_ - \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_

Web site \_\_\_\_\_ E-mail \_\_\_\_\_

**Deadlines:** Advertising \_\_\_\_\_ Editorial \_\_\_\_\_ **Page information:** Trim size \_\_\_\_\_ Live area \_\_\_\_\_ Col. width \_\_\_\_\_

**Rates:** BW page \$ \_\_\_\_\_ 4-color page \$ \_\_\_\_\_ one add'l color \$ \_\_\_\_\_ col. in. \$ \_\_\_\_\_ bleeds \$ \_\_\_\_\_ scans \$ \_\_\_\_\_

Other \_\_\_\_\_ Agency commission \_\_\_\_\_ % Other commissions allowed \_\_\_\_\_ %

**Circulation:** \_\_\_\_\_ **Subscription \$** \_\_\_\_\_ Frequency of publication \_\_\_\_\_ Mail/distribution date \_\_\_\_\_

**Special issues:** \_\_\_\_\_

What freelance material do you buy? \_\_\_\_\_

**Staff** (be sure to include e-mail, extension numbers and/or special contact information)

Owner \_\_\_\_\_ Publisher \_\_\_\_\_

Editor \_\_\_\_\_ Advertising Mgr. \_\_\_\_\_

Production Mgr. \_\_\_\_\_ Circulation Mgr \_\_\_\_\_

Other staff: \_\_\_\_\_

Describe purpose of publication in 50 words or less: \_\_\_\_\_

*please complete form and return with check to:*