



# The Cattleman



# 2017 MEDIA KIT



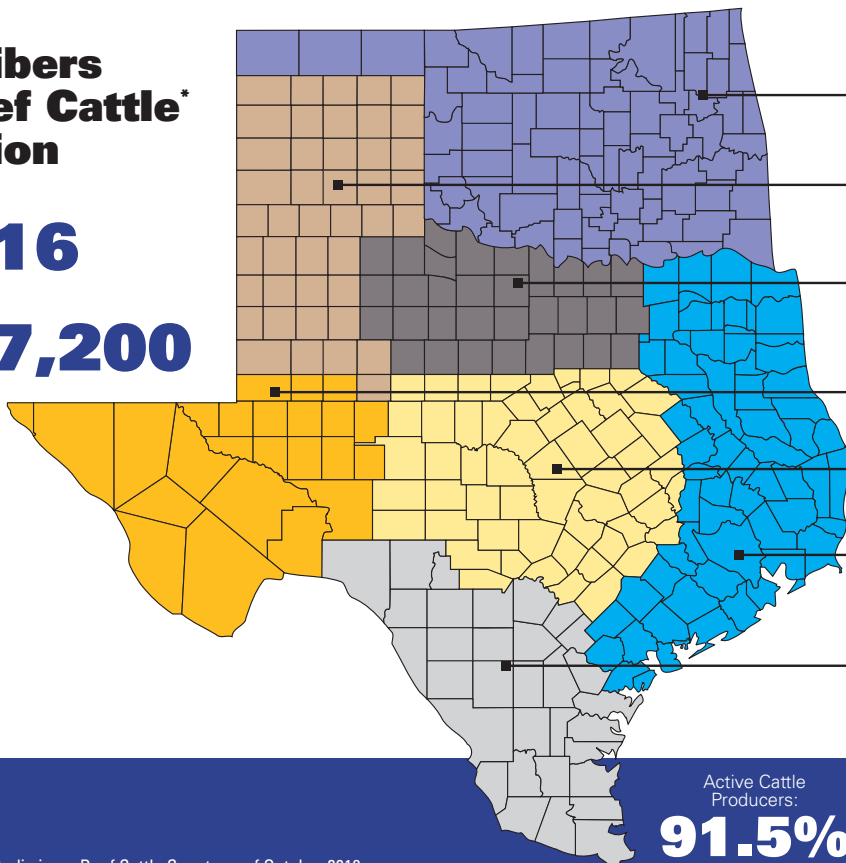
## Subscribers and Beef Cattle\* by Region

Total Subscribers

# 17,116

Total Beef Cows

# 6,237,200



### Oklahoma

1,157 Subscribers

**1,953,000 Beef Cows**

### Texas Panhandle

1,224 Subscribers

**239,600 Beef Cows**

### Rolling Plains of Texas

2,943 Subscribers

**490,900 Beef Cows**

### Far West Texas

1,008 Subscribers

**108,700 Beef Cows**

### Central & Southwest Texas

4,695 Subscribers

**963,500 Beef Cows**

### East Texas & Coastal Bend of Texas

4,695 Subscribers

**1,380,300 Beef Cows**

### South Texas

1,626 Subscribers

**317,500 Beef Cows**

### Other TX Counties

**783,700 Beef Cows**

Active Cattle Producers:

# 91.5%

Steward Land:

# 74.4

million acres

Keep *The Cattleman* as a Reference:

# 84.4%

\* USDA-NASS 2016 Preliminary Beef Cattle Counts as of October 2016

# Print Advertising All Pricing in US\$

## Print Mechanics

# of Months	Commercial 4-Color			Black/White		
	1	6	12	1	6	12
Full Page	\$2,520	\$2,470	\$2,400	\$1,715	\$1,680	\$1,630
2/3 Page	1,850	1,815	1,760	1,240	1,215	1,180
1/2 Page	1,450	1,420	1,375	950	930	900
1/3 Page	925	910	880	620	610	590
1/4 Page	725	710	690	470	460	450

### Trim Size:

8" x 10.875"

### Bleed Size:

8.25" x 11.125"

### Live Area:

6.875" x 9.375"

### Margins:

Top	— .6667 inches
Bottom	— .8333 inches
Inside/Gutter	— .5625 inches
Outside	— .5625 inches

### Line Screen:

150 Cover — 133 Inside

### Ad Size:

Full Page Live Area

6.875" w x 9.375" d

2/3 Page

4.5" w x 9.375" d

1/2 Page Vertical

3.313" w x 9.375" d

1/2 Page Horizontal

6.875" w x 4.5625" d

1/3 Page Vertical

2.125" w x 9.375" d

1/3 Page Square

4.5" w x 4.5625" d

1/4 Page

3.313" w x 4.5625" d

1/8 Page (Business Directory)

3.313" w x 2.156" d

1 Column Width — 2.125"

1-1/2 Column Width — 3.313"

2 Column Width — 4.5"

3 Column Width — 6.875"

# of Months	Livestock* 4-Color			Black/White		
	1	6	12	1	6	12
Full Page	\$1,640	\$1,600	\$1,560	\$1,025	\$1,010	\$975
2/3 Page	1,250	1,225	1,190	750	735	715
1/2 Page	920	900	875	565	555	540
1/3 Page	680	670	650	375	370	360
1/4 Page	540	530	515	285	280	270

Classified, Per-Inch Display, and BBB Advertisements, Minimum 1 inch. Color: \$55 Black/White: \$40  
Qualifies advertisers for 12-insertion rate on all other print advertising.

## New in 2017

4-color Business Directory Ad 12-insertions \$250 per month

3.313" w x 2.156" d. Qualifies advertisers for 12-insertion rate on all other print advertising.

## Premium Placement Upcharges Commercial or Livestock, 4-Color Only

Back Cover	\$1,000	Inside Back Cover	\$400
Inside Front Cover	400	Interior Premium Placement	200

\* Ring Service is provided by *The Cattleman* Livestock Sales Representative if a full-page 4-color advertisement has been purchased for your sale. If you would like to hire other ring help or have our sales staff help you find ring help, we will give you a \$300 credit off your full-page 4-color ad. Please feel free to call Shawn McCoy or Ellen Brisendine for clarification if you have any questions.

## Preferred Materials and Mechanical Requirements

Files NOT Accepted: Microsoft Publisher; PictureIt; any graphics placed in Word; PowerPoint

### Graphic Requirements:

- All photo files must be a minimum of 300dpi  
All line art files must be a minimum of 600dpi
- If using a digital camera, shoot at highest quality mode (1200 x 800 minimum)
- Do not send low-resolution files taken from websites
- Do not send files created/placed in Word or Publisher.
- Convert all files to CMYK. We will not guarantee the color if we have to convert from PMS or RGB to CMYK or GRAYSCALE. PDF files must be grayscale or CMYK. All graphics must be high-resolution. All fonts must be embedded. We will not guarantee quality of print if you send low-resolution files.
- We do not accept files sent via WeTransfer.com.

### Special Handling

A. Advertisers requesting extra advertising materials for other publications or personal use will be charged \$50 per ad per CD or \$50 per ad for one-time (or time-limited) access to the advertisers' ad files on *The Cattleman* FTP site. This service available only on ads placed in *The Cattleman*.

B. Unless production materials are requested to be returned within 1 year of date of insertion, they will be discarded.

C. Advertising proofs will be sent on request on in-house created ads only, if all material (photos, logos and copy) are in *The Cattleman* office by deadline — last day of the month, 2 months prior to publication (for example, Nov. 30 for the January issue).

### Include all necessary files:

- Send a copy of the FINAL VERSION of the file
- Native files (including layers of Photoshop and Illustrator files)
- All graphic files for illustration art and images

### Send a hard copy proof:

- Print the file at 100%
- PDF files accepted for proofs

### Email requirements:

- Do not email files that are larger than 6MB. Send elements in separate emails if necessary or call sales representative for instructions.

# Digital Advertising All Pricing in US\$

Deadline for all digital ads is the 20th of the month prior to publication

## Sponsorship Opportunities

Premier Sponsor ( <i>Cattleman NOW</i> )	\$7,500
Department Sponsor ( <i>Cattleman NOW</i> )	\$4,500

## The Cattleman NOW

Monthly Department Sponsor -1 time <i>Only available on departments without sponsors</i>	\$412
Classified Ad -1 time	\$35

## Run of Site (ROS)

# of Months	1	6	12
Super Leaderboard - Footer Ad (970x90)	\$500	\$480	\$450

## thecattlemanmagazine.com

# of Months	1	6	12
Wide Leaderboard (728x90)	350	336	315
Leaderboard (468x60)	350	336	315
Half Page (300x600)	250	240	225
Medium Rectangle (300x250)	150	144	135

## The Cattleman Update

# of Months	1	6	12
Leaderboard (468x60)	\$350	\$336	\$315
Button (150x150)*	150	144	135

\*This ad size is now only available on The Cattleman Update

## Premium Placement Upcharges For The Cattleman Update

Button Ads — \$50 per month  
Leaderboard Ads — \$200 per month

\*Weekly insertion rates are available on request.

**Contact  
your sales  
rep for  
information  
on special  
projects  
and bundle  
packages**

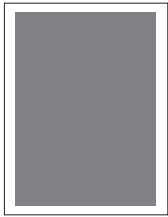


## Editorial Calendar

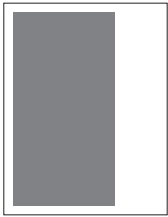
<b>January</b>	<b>I</b>	<b>Practical Ranching — Getting the Ranch Set Up for Organization</b> 25% Off 1/2-page or Full-page ads in this section, b/w or 4c
Deadlines—	Editorial: November 1	Ad Space: November 30
<b>February</b>	<b>I</b>	<b>Range &amp; Pasture Management</b> Special Advertising Section: Angus
Deadlines—	Editorial: December 1	Ad Space: December 31
<b>March</b>	<b>I</b>	<b>Cattle Raisers Convention Preview</b> Special Advertising Section: Beefmaster
Deadlines—	Editorial: January 1	Ad Space: January 31
<b>April</b>	<b>I</b>	<b>Spring Herd Health</b> Special Advertising Section: Brangus
Deadlines—	Editorial: February 1	Ad Space: February 28
<b>May</b>	<b>I</b>	<b>The Water Issue</b> Special Advertising Section: Brahman; Summer Grilling
Deadlines—	Editorial: March 1	Ad Space: March 31
<b>June</b>	<b>I</b>	<b>Annual Convention Coverage</b> Special Advertising Section: Santa Gertrudis Summer Ad Sale: 25% off 1/2- or full-page ad, b/w or 4c
Deadlines—	Editorial: April 1	Ad Space: April 30
<b>July</b>	<b>I</b>	<b>Cattle Business Partners; Livestock Markets and More</b> Special Advertising Sections: Livestock Markets; Ranch Safety
Deadlines—	Editorial: May 1	Ad Space: May 31
<b>August</b>	<b>I</b>	<b>Fall Herd Health</b> Special Advertising Section: Hereford
Deadlines—	Editorial: June 1	Ad Space: June 30
<b>September</b>	<b>I</b>	<b>Cattle Nutrition and Health Management</b> Special Editorial Section: Your Local Supplier Special Advertising Section: Guide to Higher Education in Agriculture; Feedyard Guide
Deadlines—	Editorial: July 1	Ad Space: July 31
<b>October</b>	<b>I</b>	<b>Bull Management</b> Special Advertising Section: Bull Buyer's Guide/ Ranch Services Guide
Deadlines—	Editorial: August 1	Ad Space: August 31
<b>November</b>	<b>I</b>	<b>Equine Management</b> Special Advertising Section: Holiday Greetings
Deadlines—	Editorial: September 1	Ad Space: September 30
<b>December</b>	<b>I</b>	<b>History and Holidays</b> Special Advertising Section: Holiday Greetings
Deadlines—	Editorial: October 1	Ad Space: October 31

# Shapes & Dimensions

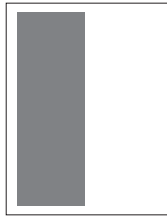
## Print Ads



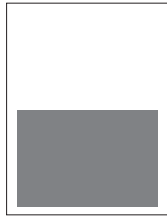
**FULL PAGE**  
6.875"w X 9.375"d



**2/3 PAGE**  
4.5"w X 9.375"d



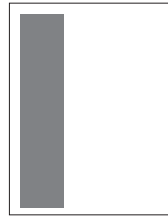
**1/2 PAGE VERT.**  
3.313"w X 9.375"d



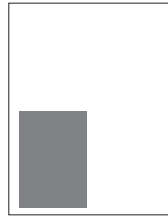
**1/2 PAGE HORIZ.**  
6.875"w X 4.5625"d



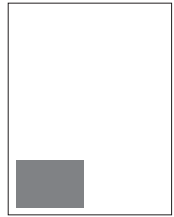
**1/3 PAGE SQUARE**  
4.5"w X 4.5625"d



**1/3 PAGE VERT.**  
2.125"w X 9.375"d



**1/4 PAGE**  
3.313"w X 4.5625"d



**Business Directory**  
3.313"w X 2.156"d

## Digital Ads

**SUPER LEADERBOARD: 970 x 90**  
Run of site (ROS) footer ad on every web page

**WIDE LEADERBOARD: 728 x 90**  
thecattlemagazine.com

**LEADERBOARD: 468 x 60**  
thecattlemagazine.com or News Update

**HALF PAGE: 300 x 600**  
thecattlemagazine.com

**MEDIUM RECTANGLE: 300 x 250**  
thecattlemagazine.com

**BUTTON: 150 x 150**  
News  
Update only



## TSCRA Communications Services Staff

### Executive Director:

**Ellen H. Brisendine**, ehbrisendine@tscra.org, 800-242-7820, ext. 134

### Technical Support:

**Linda Lee**, production manager, llee@tscra.org, 800-242-7820, ext. 141

**Kristin Hawkins**, web content manager, khawkins@tscra.org, 800-242-7820, ext. 135

### Client Support:

**Gina Bryson-Lovett**, media consultant, gbryson@tscra.org, 817-916-1793, 817-614-3830 cell  
(specializing in commercial advertising)

**Shawn McCoy**, media consultant, smccoy@tscra.org, 817-929-8597  
(specializing in livestock, feedyards, auction markets and AI/ET services)

**Christina Sebesta**, advertising coordinator, csebesta@tscra.org, 817-916-1791

*The*  
**Cattleman**



Published by

**TEXAS AND SOUTHWESTERN CATTLE RAISERS ASSOCIATION**

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