



# The Cattleman

# MEDIA KIT

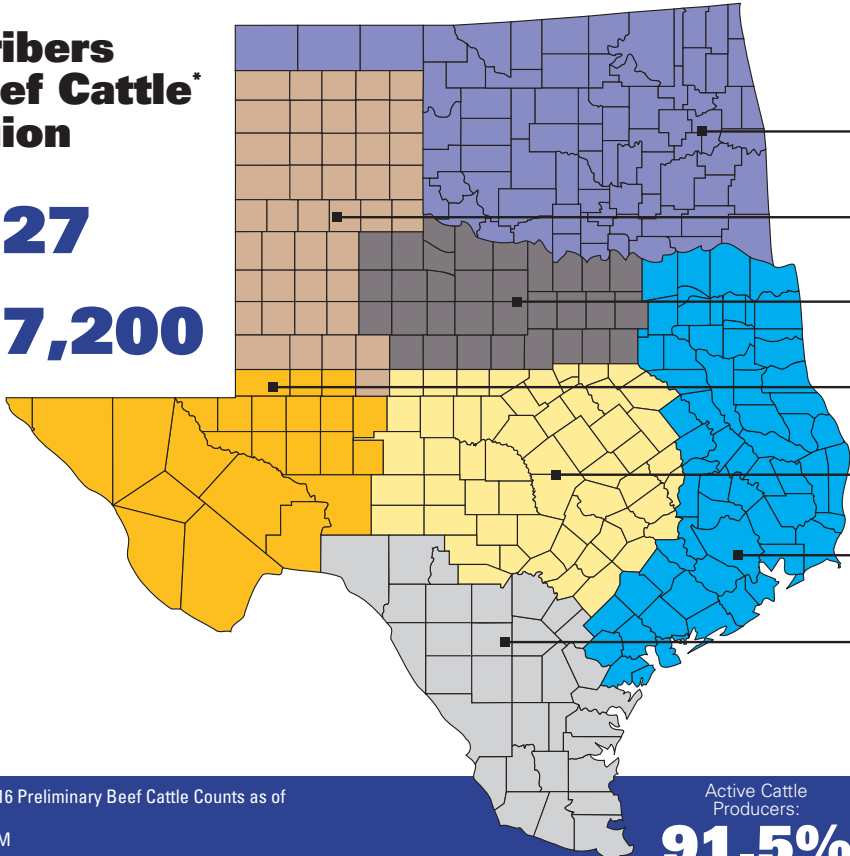
# 2018 PRINT & DIGITAL

TSCRA.ORG



## Subscribers and Beef Cattle\* by Region

Circulation\*\*  
**17,927**  
 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**
- Other States**  
579 Subscribers

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

Active Cattle Producers: **91.5%**  
 Steward Land: **74.4** million acres  
 Keep *The Cattleman* as a Reference: **84.4%**

# Print Platform 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.

### 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 is 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 pdf of jpg of the final version of your ad.
- If sending Native files, please include Photoshop file with layers, Illustrator files, all images, logos and fonts.

### Email requirements:

- Do not email files that are larger than 10MB. Send elements in separate emails if necessary or call sales representative for instructions.

# Digital Platform All Pricing in US\$

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

## 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.

## www.tscra.org

# of Months	1	6	12
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### Run Of Site

Super Leaderboard (970x90)	\$500	\$480	\$450
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Appears in the footer on all public pages of tscra.org

### Home Page

Super Leaderboard (970x90)	\$500	\$480	\$450
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Appears only on tscra.org home page

### The Cattleman Home Page

Half Page (300x600)	\$250	\$240	\$225
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Leaderboard (468x60)	350	336	315
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Medium Rectangle (300x250)	150	144	135
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### Interior Pages

Leaderboard (468x60)	\$350	\$336	\$315
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Medium Rectangle (300x250)	150	144	135
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## The Cattleman NOW

### Native Advertising

Native advertising is available weekly or monthly. Native ads are indicated by "SPONSORED CONTENT" at the beginning of the post. Native ads are posted Tuesday of each week.

1 to 3 insertions per calendar month \$125 each

4 insertions per calendar month \$450 total

### Classified Ad

40 words, runs a calendar month \$40/month

### Digital Ad Metrics

We generate metric reports the first week of each month for the month prior. These reports are available on request.



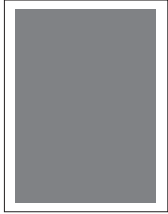
**Contact your sales rep for information on special projects and bundle packages**

## Editorial Calendar

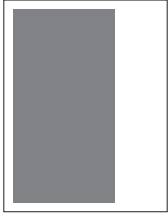
<b>January</b>	<b>Practical Ranching — Getting the Ranch Set Up for Organization</b> 25% Off 1/2-page or Full-page ads in this section, b/w or 4c
Deadlines—	Editorial: November 1 Ad Space: November 30
Due Dates—	Special projects: November 30 Ads: December 10
<b>February</b>	<b>Range &amp; Pasture Management</b> Special Advertising Section: Angus
Deadlines—	Editorial: December 1 Ad Space: December 29
Due Dates—	Special projects: January 2 Ads: January 10
<b>March</b>	<b>Cattle Raisers Convention Preview</b> Special Advertising Section: Beefmaster
Deadlines—	Editorial: January 2 Ad Space: January 31
Due Dates—	Special projects: February 1 Ads: February 9
<b>April</b>	<b>Spring Herd Health</b> Special Advertising Section: Brangus
Deadlines—	Editorial: February 1 Ad Space: February 28
Due Dates—	Special projects: March 1 Ads: March 9
<b>May</b>	<b>The Water Issue</b> Special Advertising Sections: Brahman; Summer Grilling
Deadlines—	Editorial: March 1 Ad Space: March 30
Due Dates—	Special projects: April 2 Ads: April 10
<b>June</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 2 Ad Space: April 30
Due Dates—	Special projects: May 2 Ads: May 10
<b>July</b>	<b>Cattle Business Partners; Livestock Markets and More</b> Special Advertising Sections: Livestock Markets; Ranch Safety; Akaushi
Deadlines—	Editorial: May 1 Ad Space: May 31
Due Dates—	Special projects: June 1 Ads: June 11
<b>August</b>	<b>Fall Herd Health</b> Special Advertising Section: Hereford
Deadlines—	Editorial: June 1 Ad Space: June 29
Due Dates—	Special projects: July 2 Ads: July 10
<b>September</b>	<b>Cattle Nutrition and Health Management</b> Special Editorial Section: Your Local Supplier Special Advertising Sections: Guide to Higher Education in Agriculture; Feedyard Guide
Deadlines—	Editorial: July 2 Ad Space: July 31
Due Dates—	Special projects: August 2 Ads: August 10
<b>October</b>	<b>Bull Management</b> Special Advertising Sections: Bull Buyer's Guide/ Ranch Services Guide
Deadlines—	Editorial: August 1 Ad Space: August 31
Due Dates—	Special projects: August 31 Ads: September 10
<b>November</b>	<b>Equine Management</b>
Deadlines—	Editorial: September 3 Ad Space: September 28
Due Dates—	Special projects: October 2 Ads: October 10
<b>December</b>	<b>History and Holidays</b> Special Advertising Section: Holiday Greetings
Deadlines—	Editorial: October 1 Ad Space: October 31
Due Dates—	Special projects: November 1 Ads: November 9

# Shapes & Dimensions

## Print Ads



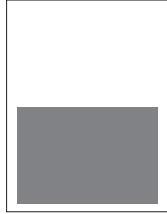
**FULL PAGE**  
6.875" w X 9.375" d



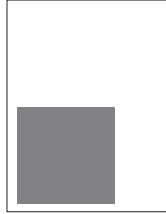
**2/3 PAGE**  
4.5" w X 9.375" d



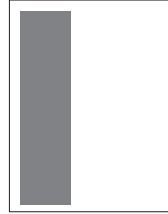
**1/2 PAGE VERT.**  
3.313" w X 9.375" d



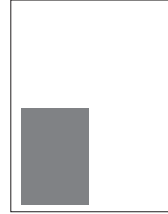
**1/2 PAGE HORIZ.**  
6.875" w X 4.5625" d



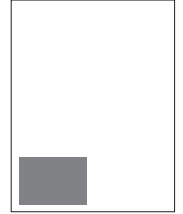
**1/3 PAGE SQUARE**  
4.5" w X 4.5625" d



**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**

**Maximum file size: 200 KB**

Run of site (ROS) footer ad on every web page and Mid-page tscra.org home page

### **HALF PAGE: 300 x 600**

**Maximum file size: 200 KB**

*The Cattleman* magazine home page only

### **LEADERBOARD: 468 x 60**

**Maximum file size: 150 KB**

*The Cattleman* magazine home page, Interior pages on tscra.org or *News Update*

### **MEDIUM RECTANGLE: 300 x 250;**

**Maximum file size: 150 KB**

*The Cattleman* magazine home page or Interior pages on tscra.org

### **BUTTON: 150 x 150;**

**Maximum file size:**

**100 KB**

*News Update* only

# The Cattleman



Published by

## **TEXAS AND SOUTHWESTERN CATTLE RAISERS ASSOCIATION**

1301 W. Seventh St., Suite 201, Fort Worth, TX 76102-2660, 800-242-7820 Office • 817-332-5446 Fax



## Contact Us:

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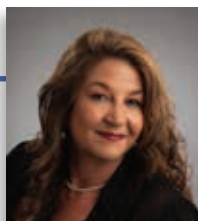
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