



The Cattleman

MEDIA KIT

2019

PRINT &
DIGITAL

TSCRA.ORG



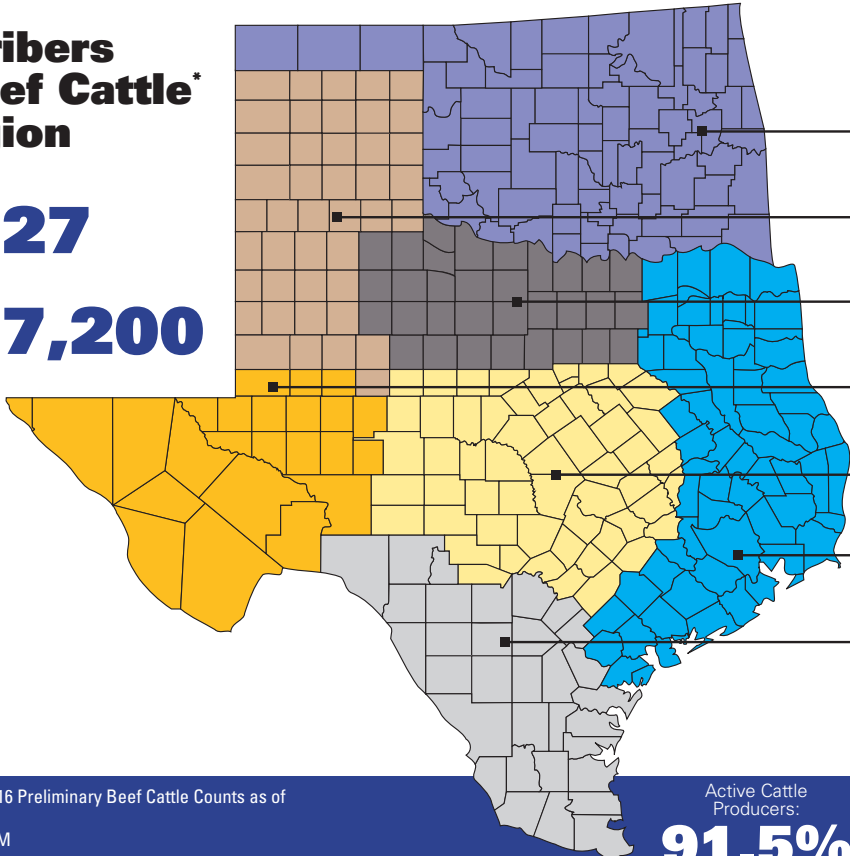
Subscribers and Beef Cattle* by Region

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

Trim Size:

8" x 10.875"

Bleed Size:

8.25" x 11.125"

Live Area:

6.875" x 9.375"

Margins:

Top	.6667"
Bottom	.8333"
Inside/Gutter	.5625"
Outside	.5625"

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"

Commercial	4-Color			Black/White		
	# of Months	1	6	12	1	6
Full Page	\$2,750	\$2,520	\$2,450	\$1,750	\$1,715	\$1,665
2/3 Page	1,890	1,850	1,795	1,265	1,240	1,200
1/2 Page	1,480	1,450	1,400	970	950	920
1/3 Page	950	925	900	630	620	600
1/4 Page	740	725	700	480	470	460

Livestock*	4-Color			Black/White		
	# of Months	1	6	12	1	6
Full Page	\$1,675	\$1,630	\$1,590	\$1,045	\$1,030	\$995
2/3 Page	1,275	1,250	1,215	940	920	895
1/2 Page	940	920	895	575	565	550
1/3 Page	695	685	665	385	380	370
1/4 Page	550	540	525	2910	290	275

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 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.

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.

For terms and conditions, visit tscra.org/adterms

Placement of an advertisement with any TSCRA publication constitutes agreement with Advertising Terms and Conditions.

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
Below News Header (468x120)	\$1,100	\$1,050	\$995
First Leaderboard (468x60)	920	875	835
Leaderboard (468x60)	720	665	635

www.tscra.org

# of Months	1	6	12
Run Of Site			
Super Leaderboard (970x90)	\$850	\$810	\$770
<i>Appears in the footer on all public pages of tscra.org — not exclusive</i>			

Home Page

Super Leaderboard (970x90)	\$1,100	\$1,050	\$995
<i>Appears only on tscra.org home page</i>			

The Cattleman Home Page

Half Page (300x600)	\$850	\$810	\$770
Medium Rectangle (300x250)	400	380	360
Leaderboard (468x60)	150	150	150

Digital Ad Metrics

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

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.

Per insertion \$150 each

Classified Ad

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

www.thecattlemanbuyersguide.com

Premium (Best Value) \$750 per year

Pro 525 per year

Basic 300 per year

Contact your sales rep for information about
The Cattleman Buyer's Guide

Customize your listing with more options:

	Per Month
Additional keywords	\$10
Preferred position in Search results	150
Advertorial on thecattlemanbuyersguide.com	350
Video on thecattlemanbuyersguide.com	500
Featured advertisement on thecattlemanbuyersguide.com	850
<i>Maximum of 3 advertisements, randomly rotated</i>	



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Editorial Calendar

January | **Practical Ranching — Getting the Ranch Set Up for Organization**
 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

February | **Spring Range & Pasture Management**
 Special Advertising Section: Angus
 Deadlines— Editorial: December 1 Ad Space: December 31
 Due Dates— Special projects: January 2 Ads: January 10

March | **Cattle Raisers Convention Preview**
 Special Advertising Section: Beefmaster
 25% Off for Exhibitors
 Deadlines— Editorial: January 1 Ad Space: January 31
 Due Dates— Special projects: February 1 Ads: February 8

April | **Spring Herd Health**
 Special Advertising Section: Brangus
 Deadlines— Editorial: February 1 Ad Space: February 28
 Due Dates— Special projects: March 1 Ads: March 8

May | **The Water Issue**
 Special Advertising Sections: Brahman; Summer Grilling
 Deadlines— Editorial: March 1 Ad Space: March 31
 Due Dates— Special projects: April 2 Ads: April 10

June | **Annual Convention Coverage**
 Special Advertising Section: Santa Gertrudis
 Summer Ad Sale: 25% off two ads placed in June and July
 Deadlines— Editorial: April 1 Ad Space: April 30
 Due Dates— Special projects: May 2 Ads: May 10

July | **Cattle Business Partners; Livestock Markets and More**
 Special Advertising Sections: Livestock Markets; Ranch Safety; Akaushi
 Deadlines— Editorial: May 1 Ad Space: May 31
 Due Dates— Special projects: June 1 Ads: June 10

August | **Fall Herd Health**
 Special Advertising Section: Hereford
 Deadlines— Editorial: June 1 Ad Space: June 30
 Due Dates— Special projects: July 2 Ads: July 10

September | **Cattle Nutrition and Health Management**
 Special Editorial Section: Your Local Supplier
 Special Advertising Sections: Guide to Higher Education in Agriculture; Feedyard Guide
 Deadlines— Editorial: July 1 Ad Space: July 31
 Due Dates— Special projects: August 2 Ads: August 9

October | **Bull Management**
 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

November | **Equine Management & Fall Range and Pasture**
 Deadlines— Editorial: September 1 Ad Space: September 28
 Due Dates— Special projects: October 2 Ads: October 10

December | **History and Heritage**
 Special Advertising Section: Holiday Greetings
 Deadlines— Editorial: October 1 Ad Space: October 31
 Due Dates— Special projects: November 1 Ads: November 8

Contact Us:

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The Cattleman 

Published by

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