

MEDIA KIT

2020

PRINT &
DIGITAL



TSCRA.ORG

The
Cattlemen



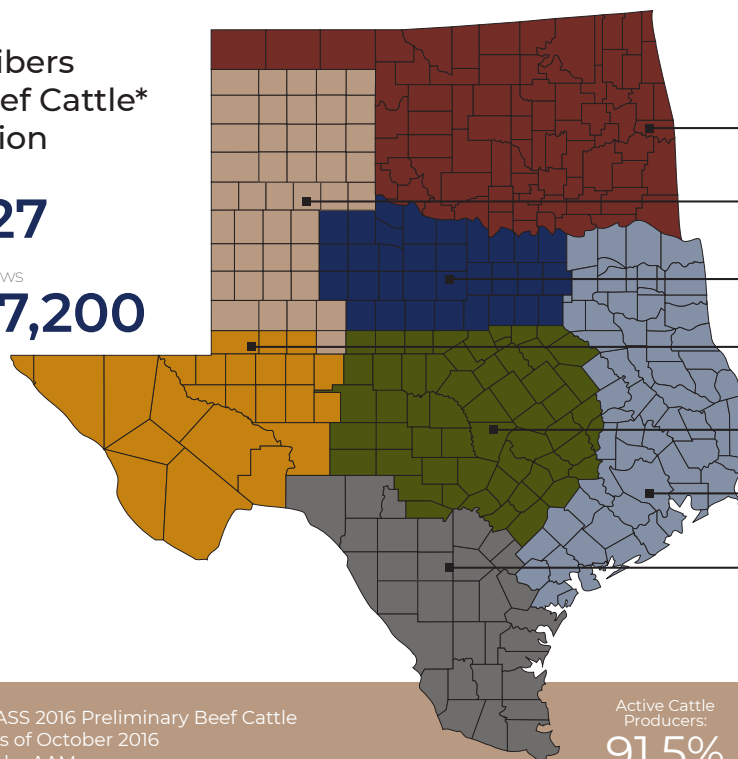
Subscribers and Beef Cattle* by Region

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 & Coastal Bend 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

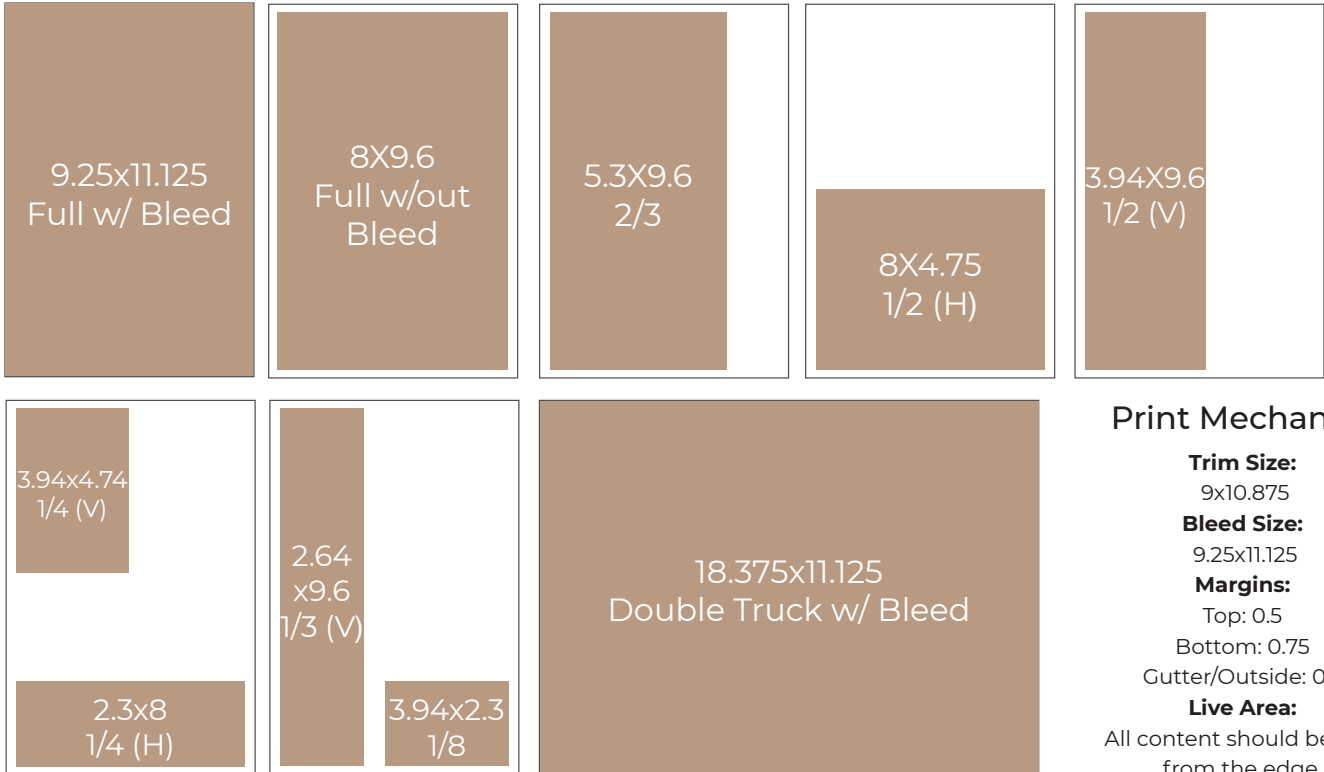
Active Cattle Producers:
91.5%

Steward Land:
74.4
million acres

Keep *The Cattlemen* as a Reference:
84.4%

2020 PRINT ADVERTISING RATE SHEET

The Cattleman



Print Mechanics

Trim Size:
9x10.875

Bleed Size:
9.25x11.125

Margins:
Top: 0.5
Bottom: 0.75
Gutter/Outside: 0.5

Live Area:
All content should be 0.25 from the edge.

Print Platform All Pricing in US\$

Commercial

# of Months	4- Color			Black and White		
	1	6	12	1	6	12
Double Truck	\$4,800	\$4,410	\$4,290	—	—	—
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

4-Color Business Directory Ad

12 insertions
\$250 per month

3.94 x 2.3
Qualifies advertisers for 12-insertion rate on all other print advertising.

Livestock*

# of Months	4- Color			Black and White		
	1	6	12	1	6	12
Double Truck	\$3,350	\$3,260	\$3,180	\$2,090	\$2,060	\$1,990
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	\$290	\$285	\$275

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

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.

Preferred Materials and Mechanical Requirements Files NOT Accepted: Microsoft Publisher; PictureIt; any graphics placed in Word; PowerPoint.

- Photo files must be a minimum of 300dpi.
- Line art files must be a minimum of 600dpi.
- Photos must be shot at highest quality (1200 x 800 minimum.)
- Do not send low-resolution files taken from websites.
- Convert all files to CMYK. We will not guarantee the color if we have to convert.
- 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.
- 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.
- Do not send files larger than 10MB. Send elements in separate emails if necessary or call sales representative for instructions.
- Unless production materials are requested to be returned within 1 year of date of insertion, they will be discarded.

* 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 contact our sales team for clarification if you have any questions.

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



tscra.org

Emailing daily to more than 12,000 TSCRA members.

The Cattleman Update

# of Months	1	6	12
Double Leaderboard (468x120) ¹	\$1,100	\$1,050	\$995
First Leaderboard (468x60) ²	\$920	\$875	\$835
Leaderboard (468x60) ²	\$720	\$665	\$635

www.tscra.org

# of Months	1	6	12
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Run Of Site

Super Leaderboard (970x90) ¹	\$1,100	\$1,050	\$995
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Appears in the footer on all public pages of tscra.org — not exclusive

Home Page

Super Leaderboard (970x90) ¹	\$850	\$810	\$770
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Appears only on tscra.org home page

The Cattleman Home Page

Half Page (300x600) ¹	\$850	\$810	\$770
Medium Rectangle (300x250) ²	\$400	\$380	\$360
Leaderboard (468x60) ²	\$350	\$335	\$315



¹Maximum file size: 200KB

²Maximum file size: 150KB

Digital Ad Metrics

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

January

Getting the Ranch Organized for the New Year

- | | |
|---------------------|----------------------------|
| Deadlines | Due Dates |
| ➤ Editorial: Nov. 1 | ➤ Special projects: Dec. 1 |
| ➤ Ad Space: Nov. 25 | ➤ Ads: Dec. 5 |

May

The Water Issue

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|---------------------|----------------------------|
| Deadlines | Due Dates |
| ➤ Editorial: Mar. 1 | ➤ Special projects: Apr. 1 |
| ➤ Ad Space: Mar. 25 | ➤ Ads: Apr. 3 |

September

Stockers and Feeders

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|---------------------|----------------------------|
| Deadlines | Due Dates |
| ➤ Editorial: Jul. 1 | ➤ Special projects: Aug. 1 |
| ➤ Ad Space: Jul. 24 | ➤ Ads: Aug. 5 |

February

Spring Range & Pasture Management

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|---------------------|----------------------------|
| Deadlines | Due Dates |
| ➤ Editorial: Dec. 1 | ➤ Special projects: Jan. 1 |
| ➤ Ad Space: Dec. 26 | ➤ Ads: Jan. 5 |

June

Annual Convention Coverage

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|---------------------|----------------------------|
| Deadlines | Due Dates |
| ➤ Editorial: Apr. 1 | ➤ Special projects: May. 1 |
| ➤ Ad Space: Apr. 24 | ➤ Ads: May 5 |

October

Bull Management

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|---------------------|-----------------------------|
| Deadlines | Due Dates |
| ➤ Editorial: Aug. 1 | ➤ Special projects: Sept. 1 |
| ➤ Ad Space: Aug. 25 | ➤ Ads: Sept. 4 |

March

Cattle Raisers Convention Preview

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|---------------------|----------------------------|
| Deadlines | Due Dates |
| ➤ Editorial: Jan. 1 | ➤ Special projects: Feb. 1 |
| ➤ Ad Space: Jan. 24 | ➤ Ads: Feb. 5 |

July

Cattle Business Partners

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|--------------------|----------------------------|
| Deadlines | Due Dates |
| ➤ Editorial: May 1 | ➤ Special projects: Jun. 1 |
| ➤ Ad Space: May 26 | ➤ Ads: Jun. 5 |

November

Cattle Nutrition

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|----------------------|----------------------------|
| Deadlines | Due Dates |
| ➤ Editorial: Sept. 1 | ➤ Special projects: Oct. 1 |
| ➤ Ad Space: Sept. 25 | ➤ Ads: Oct. 5 |

April

Spring Herd Health

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|---------------------|----------------------------|
| Deadlines | Due Dates |
| ➤ Editorial: Feb. 1 | ➤ Special projects: Mar. 1 |
| ➤ Ad Space: Feb. 24 | ➤ Ads: Mar. 5 |

August

Fall Herd Health

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|---------------------|----------------------------|
| Deadlines | Due Dates |
| ➤ Editorial: Jun. 1 | ➤ Special projects: Jul. 1 |
| ➤ Ad Space: Jun. 25 | ➤ Ads: Jul. 3 |

December

History and Heritage

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|---------------------|----------------------------|
| Deadlines | Due Dates |
| ➤ Editorial: Oct. 1 | ➤ Special projects: Nov. 1 |
| ➤ Ad Space: Oct. 26 | ➤ Ads: Nov. 5 |

Contact a member of our sales team at sales@tscra.org or 800-242-7820, Ext. 145.