



The
Cattlemen
MEDIA KIT
2021

PRINT &
DIGITAL



TSCRA.ORG

Circulation**

18,348

** Audited by the Alliance for Audited Media, as reported on the June 30, 2020, publisher's statement.

2021 PRINT ADVERTISING RATE SHEET

The Cattleman

Print Mechanics

Trim Size:
9 x 10.875

Bleed Size:
9.25 x 11.125

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

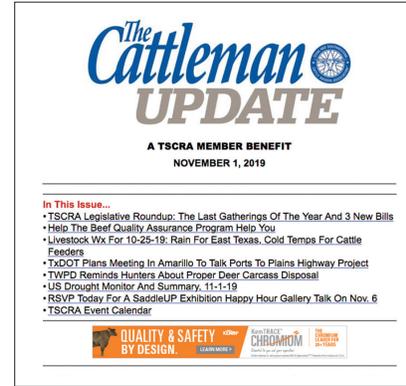
Classified, Per-Inch Display, and BBB Advertisements, Minimum 1 inch. Color: \$55, Black/White: \$40. Qualifies advertisers for 12-insertion rate on all other print advertising.

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 or 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.



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

TSCRA Talk Podcast

12 episodes per year

Per Episode

\$1,000

Full-year Commitment

\$6,000



Digital Ad Metrics

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

¹Maximum file size: 200KB

²Maximum file size: 150KB



January

Focus on the Future

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|---------------------|----------------------------|
| Deadlines | Due Dates |
| ➤ Editorial: Nov. 2 | ➤ Special projects: Dec. 1 |
| ➤ Ad Space: Nov. 25 | ➤ Ads: Dec. 7 |

May

Water Management

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

September

Wildlife Management

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|---------------------|----------------------------|
| Deadlines | Due Dates |
| ➤ Editorial: July 1 | ➤ Special projects: Aug. 2 |
| ➤ Ad Space: July 26 | ➤ Ads: Aug. 5 |

February

Range and Pasture

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|---------------------|----------------------------|
| Deadlines | Due Dates |
| ➤ Editorial: Dec. 1 | ➤ Special projects: Jan. 1 |
| ➤ Ad Space: Dec. 28 | ➤ Ads: Jan. 5 |

June

Convention Coverage

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|----------------------|---------------------------|
| Deadlines | Due Dates |
| ➤ Editorial: April 1 | ➤ Special projects: May 3 |
| ➤ Ad Space: April 26 | ➤ Ads: May 5 |

October

Bull Management featuring the Bull Buyer's Guide

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|---------------------|-----------------------------|
| Deadlines | Due Dates |
| ➤ Editorial: Aug. 2 | ➤ Special projects: Sept. 1 |
| ➤ Ad Space: Aug. 25 | ➤ Ads: Sept. 6 |

March

Convention Preview

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

July

Cattle Business Partners

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|--------------------|----------------------------|
| Deadlines | Due Dates |
| ➤ Editorial: May 3 | ➤ Special projects: June 1 |
| ➤ Ad Space: May 26 | ➤ Ads: June 4 |

November

Cattle Nutrition

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|----------------------|----------------------------|
| Deadlines | Due Dates |
| ➤ Editorial: Sept. 1 | ➤ Special projects: Oct. 1 |
| ➤ Ad Space: Sept. 27 | ➤ Ads: Oct. 5 |

April

Spring Herd Health

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

August

Fall Herd Health

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|---------------------|----------------------------|
| Deadlines | Due Dates |
| ➤ Editorial: June 1 | ➤ Special projects: July 1 |
| ➤ Ad Space: June 25 | ➤ Ads: July 5 |

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. 1745.

