



**MEDIA KIT**

R240918



[www.livestockadvertisingnetwork.org](http://www.livestockadvertisingnetwork.org)

### **Publication Distribution**

These publications have come together to offer a national buy or if you would like to target specific states that is always an option too!

We offer additional advertising opportunities outside of traditional print media, including Email Blasts, Facebook, digital newsletters and banner ads.

Call us today to find a plan that works best for your product.

We look forward to hearing from you!

**20 publications offer  
a total circulation of over**

**117,100**



**BRAFORD**  
news  
Volume 22 Issue 7 • 2018

**1,500**

**the BEEFMASTER Pay Weight**  
a publication dedicated to serving commercial cattlemen and producers by Beefmaster breeders United  
FALL 2015 • Vol. 1, No. 1 • www.beefmasters.org

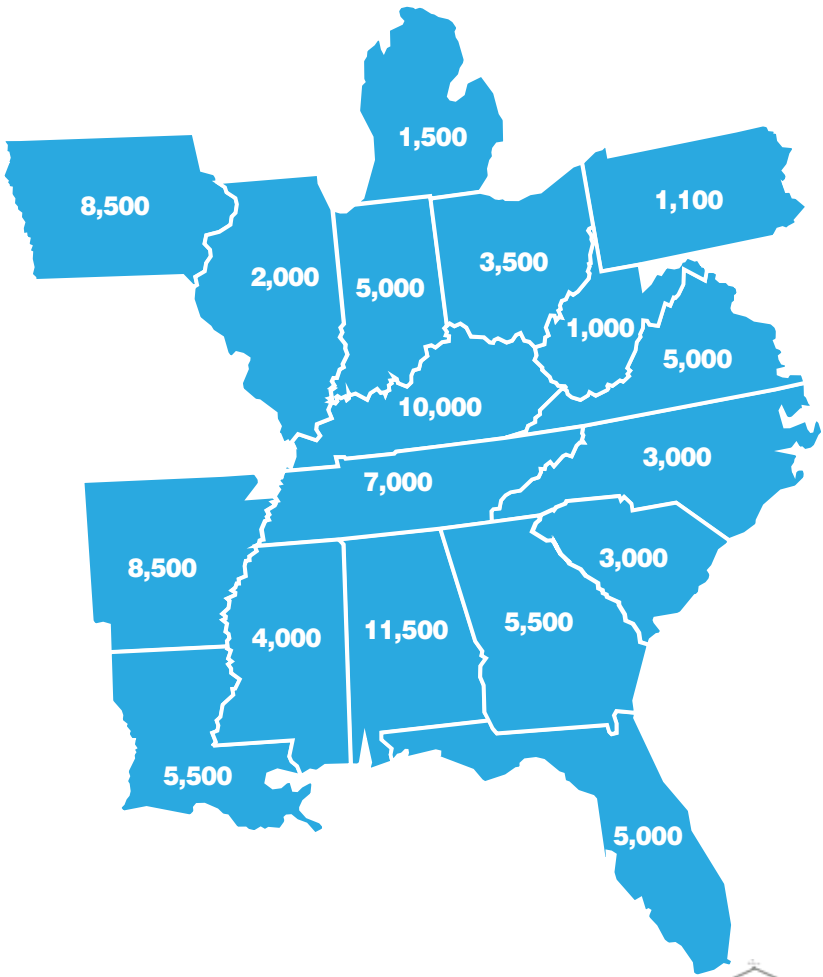
Artificial insemination increases profits for commercial cattlemen

**15,000**

JOPLIN REGIONAL STOCKYARDS

**CATTLEMEN'S**  
*News*  
FEBRUARY 2020

**11,500**



# Editorial Calendar

|   |  |                                  |
|---|--|----------------------------------|
| <b>JANUARY</b><br>Farm Equipment          | <b>FEBRUARY</b><br>Genetics            | <b>MARCH</b><br>Herd Health      |
| <b>APRIL</b><br>Fly & Weed Control        | <b>MAY</b><br>Summer Equipment         | <b>JUNE</b><br>Fencing           |
| <b>JULY</b><br>Getting Around<br>the Farm | <b>AUGUST</b><br>Pasture<br>Management | <b>SEPTEMBER</b><br>Herd Health  |
| <b>OCTOBER</b><br>Gathering<br>the Herd   | <b>NOVEMBER</b><br>Farm<br>Buildings   | <b>DECEMBER</b><br>Truck/Trailer |

## Reader Demographics



**90%**

work at a cattle operation



**208**

average acres of land



**65**

average head of cattle



**33%**

also own horses



**60%**

also grow crops



**13.2 Years**

average Association  
Membership



**100%**

average reader has read all four of  
their previous four issues.



**60%**

of readers believe advertising in an  
LAN publication makes a company/  
product/service more credible.



# ALABAMA CATTLEMAN

11,500+ Readers

Monthly Distribution

(12 issues per year, bonus issue in July to 18,000 readers)



Ads due 5th of preceding month

## ADVERTISING RATES

| AD SIZE   | ONE ISSUE (x1) |         | SIX ISSUES (x6) |         | TWELVE ISSUES (x12) |         |
|-----------|----------------|---------|-----------------|---------|---------------------|---------|
| FULL PAGE | \$1,045        | \$1,964 | \$993           | \$1,866 | \$941               | \$1,768 |
| 2/3 PAGE  | \$781          | \$1,287 | \$742           | \$1,223 | \$703               | \$1,158 |
| 1/2 PAGE  | \$605          | \$1,095 | \$575           | \$1,040 | \$545               | \$986   |
| 1/3 PAGE  | \$424          | \$682   | \$403           | \$648   | \$382               | \$674   |

## PAGE DIMENSIONS

| AD SIZE                  | WIDTH | HEIGHT |
|--------------------------|-------|--------|
| FULL PAGE<br>(BLEED)     | 8.75" | 11.25" |
| FULL PAGE                | 7.25" | 9.5"   |
| 2/3 PAGE                 | 4.75" | 9.5"   |
| 1/2 PAGE<br>(HORIZONTAL) | 7.25" | 4.25"  |
| 1/2 PAGE<br>(VERTICAL)   | 4.75" | 7"     |
| 1/3 PAGE<br>(HORIZONTAL) | 4.75" | 4.75"  |
| 1/3 PAGE<br>(VERTICAL)   | 2.25" | 9.5"   |





# ARKANSAS CATTLE BUSINESS

**8,500+ Readers**

**Monthly Distribution**

*(12 issues per year)*

JAN FEB MAR APR MAY JUN JUL AUG SEP OCT NOV DEC

*Ads due 5th of preceding month*

## ADVERTISING RATES

| AD SIZE   | ONE ISSUE (x1) |         | SIX ISSUES (x6) |         | TWELVE ISSUES (x12) |         |
|-----------|----------------|---------|-----------------|---------|---------------------|---------|
| FULL PAGE | \$906          | \$1,281 | \$861           | \$1,217 | \$815               | \$1,153 |
| 2/3 PAGE  | \$688          | \$1,063 | \$654           | \$1,010 | \$619               | \$957   |
| 1/2 PAGE  | \$563          | \$938   | \$535           | \$891   | \$507               | \$844   |
| 1/3 PAGE  | \$438          | \$813   | \$416           | \$772   | \$394               | \$732   |
| 1/4 PAGE  | \$344          | \$719   | \$327           | \$683   | \$310               | \$647   |

## PAGE DIMENSIONS

| AD SIZE                  | WIDTH  | HEIGHT  |
|--------------------------|--------|---------|
| FULL PAGE<br>(BLEED)     | 8.625" | 10.875" |
| FULL PAGE                | 7.5"   | 9.75"   |
| 2/3 PAGE                 | 4.875" | 9.75"   |
| 1/2 PAGE<br>(HORIZONTAL) | 7.5"   | 4.8125" |
| 1/2 PAGE<br>(VERTICAL)   | 4.875" | 7.5"    |
| 1/3 PAGE<br>(HORIZONTAL) | 7.5"   | 3.16"   |
| 1/3 PAGE<br>(VERTICAL)   | 2.41"  | 9.75"   |
| 1/3 PAGE<br>(SQUARE)     | 4.875" | 4.875"  |
| 1/4 PAGE                 | 3.625" | 4.875"  |





# BEEFMASTER PAY WEIGHT

## 15,000+ Readers

Semi-Annual Nationwide Distribution

(Spring and Fall issues)

|     |     |     |     |     |     |     |     |     |     |     |     |
|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| JAN | FEB | MAR | APR | MAY | JUN | JUL | AUG | SEP | OCT | NOV | DEC |
|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|

Ads due January 5 & July 15

### ADVERTISING RATES

| AD SIZE   | ONE ISSUE (x1) |         | TWO ISSUES (x2) |         |
|-----------|----------------|---------|-----------------|---------|
| FULL PAGE | \$1,500        | \$1,875 | \$1,425         | \$1,781 |
| 2/3 PAGE  | \$1,313        | \$1,688 | \$1,247         | \$1,604 |
| 1/2 PAGE  | \$938          | \$1,313 | \$891           | \$1,247 |
| 1/3 PAGE  | \$656          | \$1,031 | \$623           | \$979   |

### PAGE DIMENSIONS

| AD SIZE                  | WIDTH  | HEIGHT |
|--------------------------|--------|--------|
| FULL PAGE                | 10.38" | 16"    |
| 2/3 PAGE                 | 7.73"  | 10"    |
| 1/2 PAGE<br>(HORIZONTAL) | 10.38" | 7.875" |
| 1/2 PAGE<br>(VERTICAL)   | 5.1"   | 15.65" |
| 1/3 PAGE<br>(HORIZONTAL) | 10.63" | 6.31"  |
| 1/3 PAGE<br>(VERTICAL)   | 3.33"  | 15.65" |







# BRAFORD NEWS

1,500+ Readers

Quarterly Distribution

(Four issues per year)



Ads due 5th of preceding month

## ADVERTISING RATES

| AD SIZE   | ONE ISSUE (x1) |       | FOUR ISSUES (x4) |       |
|-----------|----------------|-------|------------------|-------|
| FULL PAGE | \$625          | \$938 | \$563            | \$844 |
| 1/2 PAGE  | \$375          | \$625 | \$338            | \$563 |
| 1/4 PAGE  | \$250          | \$313 | \$225            | \$281 |

## PAGE DIMENSIONS

| AD SIZE              | WIDTH | HEIGHT |
|----------------------|-------|--------|
| FULL PAGE<br>(BLEED) | 8.75" | 11.25" |
| FULL PAGE            | 7.5"  | 10"    |
| 1/2 PAGE             | 7.5"  | 4.9"   |
| 1/4 PAGE             | 3.65" | 4.9"   |





# THE CAROLINA CATTLE CONNECTION

**6,000+ Readers**  
**Monthly Distribution**

*(12 issues per year)*

JAN FEB MAR APR MAY JUN JUL AUG SEP OCT NOV DEC

*Ads due 5th of preceding month*

## ADVERTISING RATES

| AD SIZE   | ONE ISSUE (x1) |         | SIX ISSUES (x6) |         | TWELVE ISSUES (x12) |       |
|-----------|----------------|---------|-----------------|---------|---------------------|-------|
| FULL PAGE | \$707          | \$1,076 | \$672           | \$1,022 | \$636               | \$968 |
| 1/2 PAGE  | \$492          | \$861   | \$467           | \$818   | \$443               | \$775 |
| 1/4 PAGE  | \$277          | \$646   | \$263           | \$614   | \$249               | \$581 |

## PAGE DIMENSIONS

| AD SIZE                  | WIDTH   | HEIGHT |
|--------------------------|---------|--------|
| FULL PAGE                | 10.125" | 12.5"  |
| 1/2 PAGE<br>(HORIZONTAL) | 10.125" | 6.25"  |
| 1/2 PAGE<br>(VERTICAL)   | 4.875"  | 12.5"  |
| 1/4 PAGE                 | 4.875"  | 6.25"  |
| 1/4 PAGE<br>(COLUMN)     | 2.25"   | 12.5"  |



# CATTLE BUSINESS IN MISSISSIPPI

**4,000+ Readers**

Monthly Distribution with 2 combined issues.

*(10 Issues per year. Combined issues for June/July and November/December)*

JAN FEB MAR APR MAY JUN/JUL AUG SEP OCT NOV/DEC

*Ads due 5th of preceding month*

## ADVERTISING RATES

| AD SIZE   | ONE ISSUE (x1) |         | SIX ISSUES (x6) |         | TWELVE ISSUES (x12) |         |
|-----------|----------------|---------|-----------------|---------|---------------------|---------|
| FULL PAGE | \$781          | \$1,273 | \$742           | \$1,209 | \$703               | \$1,146 |
| 2/3 PAGE  | \$609          | \$1,101 | \$578           | \$1,046 | \$548               | \$991   |
| 1/2 PAGE  | \$474          | \$966   | \$450           | \$917   | \$426               | \$869   |
| 1/3 PAGE  | \$326          | \$818   | \$310           | \$777   | \$293               | \$736   |

## PAGE DIMENSIONS

| AD SIZE                  | WIDTH  | HEIGHT  |
|--------------------------|--------|---------|
| FULL PAGE<br>(BLEED)     | 8.625" | 11.125" |
| FULL PAGE                | 7.5"   | 9.75"   |
| 2/3 PAGE                 | 5"     | 10"     |
| 1/2 PAGE<br>(HORIZONTAL) | 7.5"   | 4.75"   |
| 1/2 PAGE<br>(VERTICAL)   | 5"     | 7.5"    |
| 1/3 PAGE<br>(HORIZONTAL) | 5"     | 5"      |



# COW COUNTRY

(A publication of Kentucky Cattlemen's Association)

**11,000+ Readers**

**Monthly Distribution**

(12 issues per year, bonus distribution for August to 15,000 readers)



Ads due 5th of preceding month

## ADVERTISING RATES

| AD SIZE   | ONE ISSUE (x1) |         | SIX ISSUES (x6) |         | TWELVE ISSUES (x12) |         |
|-----------|----------------|---------|-----------------|---------|---------------------|---------|
| FULL PAGE | \$689          | \$1,242 | \$655           | \$1,180 | \$620               | \$1,118 |
| 2/3 PAGE  | \$555          | \$1,108 | \$527           | \$1,053 | \$500               | \$997   |
| 1/2 PAGE  | \$483          | \$791   | \$459           | \$751   | \$435               | \$712   |
| 1/3 PAGE  | \$338          | \$646   | \$321           | \$614   | \$304               | \$581   |
| 1/4 PAGE  | \$298          | \$585   | \$264           | \$556   | \$250               | \$526   |

## PAGE DIMENSIONS

| AD SIZE               | WIDTH  | HEIGHT  | AD SIZE             | WIDTH  | HEIGHT  |
|-----------------------|--------|---------|---------------------|--------|---------|
| FULL PAGE (BLEED)     | 8.5"   | 11.125" | 1/2 PAGE (VERTICAL) | 3.625" | 10.125" |
| FULL PAGE             | 7.5"   | 10.125" | 1/3 PAGE            | 4.917" | 4.938"  |
| 2/3 PAGE              | 4.917" | 10.125" | 1/4 PAGE            | 3.625" | 4.938"  |
| 1/2 PAGE (HORIZONTAL) | 7.5"   | 4.937"  |                     |        |         |



# FLORIDA CATTLEMAN & LIVESTOCK JOURNAL

**5,000+ Readers**  
**Monthly Distribution**

*(12 issues per year)*

JAN FEB MAR APR MAY JUN JUL AUG SEP OCT NOV DEC

*Ads due 5th of preceding month*

## ADVERTISING RATES

| AD SIZE   | ONE ISSUE (x1) |         | SIX ISSUES (x6) |         | TWELVE ISSUES (x12) |         |
|-----------|----------------|---------|-----------------|---------|---------------------|---------|
| FULL PAGE | \$840          | \$1,209 | \$798           | \$1,149 | \$756               | \$1,088 |
| 2/3 PAGE  | \$614          | \$983   | \$583           | \$934   | \$553               | \$885   |
| 1/2 PAGE  | \$471          | \$717   | \$447           | \$681   | \$424               | \$645   |
| 1/3 PAGE  | \$344          | \$492   | \$327           | \$467   | \$310               | \$443   |

## PAGE DIMENSIONS

| AD SIZE               | WIDTH  | HEIGHT  |
|-----------------------|--------|---------|
| FULL PAGE (BLEED)     | 8.625" | 11.125" |
| FULL PAGE             | 7"     | 10"     |
| 2/3 PAGE              | 4.625" | 10"     |
| 1/2 PAGE (HORIZONTAL) | 7"     | 4.875"  |
| 1/2 PAGE (VERTICAL)   | 4.625" | 7.375"  |
| 1/3 PAGE (HORIZONTAL) | 4.625" | 4.875"  |
| 1/3 PAGE (VERTICAL)   | 2.125" | 10"     |





# GEORGIA CATTLEMAN

**5,500+ Readers**  
**Monthly Distribution**

*(12 issues per year)*

JAN FEB MAR APR MAY JUN JUL AUG SEP OCT NOV DEC

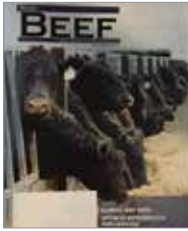
*Ads due 5th of preceding month*

## ADVERTISING RATES

| AD SIZE   | ONE ISSUE (x1) |         | SIX ISSUES (x6) |         | TWELVE ISSUES (x12) |       |
|-----------|----------------|---------|-----------------|---------|---------------------|-------|
| FULL PAGE | \$738          | \$1,108 | \$701           | \$1,053 | \$664               | \$997 |
| 1/2 PAGE  | \$592          | \$960   | \$563           | \$912   | \$533               | \$864 |
| 1/3 PAGE  | \$443          | \$813   | \$421           | \$772   | \$399               | \$731 |

## PAGE DIMENSIONS

| AD SIZE                  | WIDTH   | HEIGHT  |
|--------------------------|---------|---------|
| FULL PAGE<br>(BLEED)     | 8.625"  | 11.125" |
| FULL PAGE                | 7.25"   | 9.625"  |
| 1/2 PAGE<br>(HORIZONTAL) | 7.375"  | 4.75"   |
| 1/3 PAGE<br>(HORIZONTAL) | 4.75"   | 4.75"   |
| 1/3 PAGE<br>(VERTICAL)   | 2.3125" | 9.625"  |



# ILLINOIS BEEF

**2,000+ Readers**

**Published 6 times per year.**

*(6 issues per year.)*

JAN/FEB    MAR/APR    MAY/JUN/JUL    AUG    SEP/OCT    NOV/DEC

*Ads due 15th of preceding month*

## ADVERTISING RATES

| AD SIZE   | ONE ISSUE (x1) |         | THREE ISSUES (x6) |         | SIX ISSUES (x12) |         |
|-----------|----------------|---------|-------------------|---------|------------------|---------|
| FULL PAGE | \$730          | \$1,270 | \$694             | \$1,207 | \$657            | \$1,143 |
| 2/3 PAGE  | \$570          | \$1,110 | \$542             | \$1,055 | \$513            | \$999   |
| 1/2 PAGE  | \$420          | \$960   | \$399             | \$912   | \$370            | \$864   |
| 1/3 PAGE  | \$320          | \$860   | \$304             | \$817   | \$288            | \$774   |
| 1/4 PAGE  | \$245          | \$785   | \$233             | \$746   | \$221            | \$707   |

## PAGE DIMENSIONS

| AD SIZE                  | WIDTH | HEIGHT |
|--------------------------|-------|--------|
| FULL PAGE<br>(BLEED)     | 8.25" | 11"    |
| FULL PAGE                | 8"    | 10.75" |
| 2/3 PAGE                 | 7"    | 6.5"   |
| 1/2 PAGE<br>(HORIZONTAL) | 7"    | 4.7"   |
| 1/2 PAGE<br>(VERTICAL)   | 3.3"  | 9.75"  |
| 1/3 PAGE<br>(VERTICAL)   | 7"    | 3.14"  |
| 1/4 PAGE                 | 3.3"  | 4.7"   |



# INDIANA BEEF

**5,000 Readers**

**Published 5 times per year.**

*(Jan/Feb, Spring, Summer, Fall, Winter.)*



*Ads due Jan 11, Mar 21, Jun 13, Aug 29, and Oct 17*

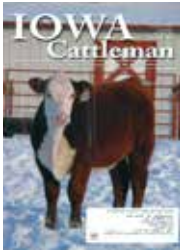
## ADVERTISING RATES

| AD SIZE          | ONE ISSUE (x1) |         | FIVE ISSUES (x5) |         |
|------------------|----------------|---------|------------------|---------|
| <b>FULL PAGE</b> | \$669          | \$1,069 | \$636            | \$1,016 |
| <b>2/3 PAGE</b>  | \$513          | \$913   | \$487            | \$867   |
| <b>1/2 PAGE</b>  | \$481          | \$781   | \$457            | \$742   |
| <b>1/3 PAGE</b>  | \$356          | \$656   | \$338            | \$623   |

## PAGE DIMENSIONS

| AD SIZE                         | WIDTH | HEIGHT |
|---------------------------------|-------|--------|
| <b>FULL PAGE</b><br>(BLEED)     | 8.75" | 11.75" |
| <b>FULL PAGE</b>                | 8.5"  | 11.25" |
| <b>2/3 PAGE</b>                 | 5.5"  | 11.25" |
| <b>1/2 PAGE</b><br>(HORIZONTAL) | 8"    | 5"     |
| <b>1/2 PAGE</b><br>(VERTICAL)   | 3.75" | 10.5"  |
| <b>1/3 PAGE</b><br>(HORIZONTAL) | 8.75" | 3.625" |
| <b>1/3 PAGE</b><br>(VERTICAL)   | 3"    | 11.25" |





# IOWA CATTLEMAN

**8,500+ Readers**

**Monthly Distribution**

*(12 issues per year)*

JAN FEB MAR APR MAY JUN JUL AUG SEP OCT NOV DEC

*Ads due 5th of preceding month*

## ADVERTISING RATES

| AD SIZE   | ONE ISSUE (x1) |         | SIX ISSUES (x6) |         | TWELVE ISSUES (x12) |         |
|-----------|----------------|---------|-----------------|---------|---------------------|---------|
| FULL PAGE | \$1,218        | \$1,981 | \$1,157         | \$1,882 | \$1,096             | \$1,783 |
| 2/3 PAGE  | \$906          | \$1,538 | \$861           | \$1,461 | \$815               | \$1,384 |
| 1/2 PAGE  | \$700          | \$1,406 | \$665           | \$1,336 | \$630               | \$1,265 |
| 1/3 PAGE  | \$450          | \$931   | \$428           | \$884   | \$405               | \$838   |
| 1/4 PAGE  | \$344          | \$726   | \$327           | \$690   | \$310               | \$653   |

## PAGE DIMENSIONS

| AD SIZE                  | WIDTH  | HEIGHT |
|--------------------------|--------|--------|
| FULL PAGE<br>(BLEED)     | 8.375" | 11.25" |
| 2/3 PAGE                 | 4.5"   | 10"    |
| 1/3 PAGE                 | 2.25"  | 10"    |
| 1/2 PAGE<br>(HORIZONTAL) | 7.5"   | 5"     |
| 1/2 PAGE<br>(VERTICAL)   | 3.5"   | 10"    |
| 1/4 PAGE                 | 3.5"   | 5"     |





# JOPLIN REGIONAL STOCKYARDS CATTLEMEN'S NEWS

11,500+ Readers  
Monthly Distribution

JAN FEB MAR APR MAY JUN JUL AUG SEP OCT NOV DEC

Ads due 5th of preceding month

## ADVERTISING RATES

| AD SIZE   | ONE ISSUE (x1) |         | SIX ISSUES (x6) |         | TWELVE ISSUES (x12) |         |
|-----------|----------------|---------|-----------------|---------|---------------------|---------|
| FULL PAGE | \$1,790        | \$2,106 | \$1,701         | \$2,001 | \$1,611             | \$1,896 |
| 2/3 PAGE  | \$1,195        | \$1,406 | \$1,135         | \$1,336 | \$1,076             | \$1,266 |
| 1/2 PAGE  | \$1,016        | \$1,196 | \$965           | \$1,136 | \$915               | \$1,077 |
| 1/3 PAGE  | \$741          | \$873   | \$704           | \$829   | \$667               | \$785   |
| 1/4 PAGE  | \$638          | \$750   | \$606           | \$713   | \$574               | \$675   |

## PAGE DIMENSIONS

| AD SIZE               | WIDTH  | HEIGHT | AD SIZE               | WIDTH  | HEIGHT |
|-----------------------|--------|--------|-----------------------|--------|--------|
| FULL PAGE (BLEED)     | 10.5"  | 15"    | 1/2 PAGE (VERTICAL)   | 4.5"   | 13.75" |
| FULL PAGE             | 9.25"  | 13.75" | 1/3 PAGE (HORIZONTAL) | 9.125" | 4.5"   |
| 2/3 PAGE              | 6.25"  | 10"    | 1/3 PAGE (VERTICAL)   | 4.5"   | 9"     |
| 1/2 PAGE (HORIZONTAL) | 9.125" | 6.75"  | 1/3 PAGE (SQUARE)     | 6.875" | 6"     |



# KEYSTONE CATTLEMAN

(A publication of the Pennsylvania Cattlemen's Association)

**1,100+ Readers**

Published four times per year.

(February, June, September, December)



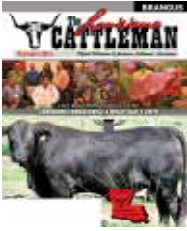
Ads due Jan 22, May 20, Jul 22, Nov 20

## ADVERTISING RATES

| AD SIZE   | ONE ISSUE (x1) |       | FOUR ISSUES (x4) |       |
|-----------|----------------|-------|------------------|-------|
| FULL PAGE | \$563          | \$625 | \$507            | \$563 |
| 1/2 PAGE  | \$375          | \$500 | \$338            | \$450 |
| 1/4 PAGE  | \$188          | \$250 | \$169            | \$225 |

## PAGE DIMENSIONS

| AD SIZE              | WIDTH  | HEIGHT |
|----------------------|--------|--------|
| FULL PAGE<br>(BLEED) | 9"     | 11.5"  |
| FULL PAGE            | 7.5"   | 10"    |
| 1/2 PAGE             | 7.5"   | 4.875" |
| 1/4 PAGE             | 3.625" | 4.875" |



# THE LOUISIANA CATTLEMAN

5,500+ Readers

Monthly Distribution

(12 issues per year)

JAN FEB MAR APR MAY JUN JUL AUG SEP OCT NOV DEC

Ads due 1st of preceding month

## ADVERTISING RATES

| AD SIZE   | ONE ISSUE (x1) |         | SIX ISSUES (x6) |         | TWELVE ISSUES (x12) |         |
|-----------|----------------|---------|-----------------|---------|---------------------|---------|
| FULL PAGE | \$861          | \$1,230 | \$818           | \$1,169 | \$775               | \$1,107 |
| 2/3 PAGE  | \$603          | \$972   | \$573           | \$923   | \$543               | \$875   |
| 1/2 PAGE  | \$474          | \$843   | \$450           | \$801   | \$427               | \$759   |
| 1/3 PAGE  | \$344          | \$713   | \$327           | \$677   | \$310               | \$642   |

## PAGE DIMENSIONS

| AD SIZE                  | WIDTH  | HEIGHT |
|--------------------------|--------|--------|
| FULL PAGE<br>(BLEED)     | 8.75"  | 11.25" |
| FULL PAGE                | 7.5"   | 10"    |
| 2/3 PAGE                 | 5.083" | 10.25" |
| 1/2 PAGE<br>(HORIZONTAL) | 7.5"   | 5"     |
| 1/2 PAGE<br>(VERTICAL)   | 5.083" | 7.5"   |
| 1/3 PAGE<br>(HORIZONTAL) | 7.5"   | 2.25"  |
| 1/3 PAGE<br>(VERTICAL)   | 2.917" | 11.25" |



# MICHIGAN CATTLEMAN

**1,500+ Readers**

**Seasonal Distribution**

*(Spring, Summer, Fall, Winter)*

|     |     |     |     |     |     |     |     |     |     |     |     |
|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| JAN | FEB | MAR | APR | MAY | JUN | JUL | AUG | SEP | OCT | NOV | DEC |
|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|

*Ads due 1st of preceding month*

## ADVERTISING RATES

| AD SIZE   | ONE ISSUE (x1) |       | FOUR ISSUES (x4) |       |
|-----------|----------------|-------|------------------|-------|
| FULL PAGE | N/A            | \$888 | N/A              | \$799 |
| 1/2 PAGE  | N/A            | \$594 | N/A              | \$534 |
| 1/4 PAGE  | N/A            | \$375 | N/A              | \$338 |

## PAGE DIMENSIONS

| AD SIZE                  | WIDTH  | HEIGHT  |
|--------------------------|--------|---------|
| FULL PAGE<br>(BLEED)     | 9"     | 11.5"   |
| FULL PAGE                | 7.5"   | 10"     |
| 1/2 PAGE<br>(HORIZONTAL) | 7.5"   | 4.875"  |
| 1/2 PAGE<br>(VERTICAL)   | 3.625" | 10"     |
| 1/4 PAGE<br>(HORIZONTAL) | 7.5"   | 2.3125" |
| 1/4 PAGE<br>(VERTICAL)   | 3.625" | 4.875"  |



# OHIO CATTLEMAN

**3,500+ Readers**

Published six times per year.

*(Winter, Expo, Spring, Summer, Early Fall, Late Fall)*



Ads due Feb 2, Apr 6, Jun 22, Aug 10, Sept 7, Nov 17

## ADVERTISING RATES

| AD SIZE   | ONE ISSUE (x1) |       | THREE ISSUES (x3) |       | SIX ISSUES (x6) |       |
|-----------|----------------|-------|-------------------|-------|-----------------|-------|
| FULL PAGE | \$566          | \$898 | \$538             | \$853 | \$509           | \$808 |
| 2/3 PAGE  | \$424          | \$756 | \$403             | \$718 | \$383           | \$680 |
| 1/2 PAGE  | \$320          | \$652 | \$304             | \$619 | \$288           | \$587 |
| 1/3 PAGE  | \$215          | \$547 | \$204             | \$520 | \$194           | \$492 |

## PAGE DIMENSIONS

| AD SIZE                  | WIDTH   | HEIGHT  |
|--------------------------|---------|---------|
| FULL PAGE<br>(BLEED)     | 8.625"  | 11.125" |
| FULL PAGE                | 7.625"  | 10.125" |
| 2/3 PAGE                 | 5"      | 10.125" |
| 1/2 PAGE<br>(HORIZONTAL) | 7.625"  | 5"      |
| 1/2 PAGE<br>(VERTICAL)   | 3.6875" | 10.125" |
| 1/3 PAGE<br>(SQUARE)     | 5"      | 5"      |
| 1/3 PAGE<br>(HORIZONTAL) | 7.625"  | 3"      |
| 1/3 PAGE<br>(VERTICAL)   | 2.375"  | 10.125" |



# TENNESSEE CATTLE BUSINESS

**7,000+ Readers**  
**Monthly Distribution**

*(10 issues per year)*

JAN FEB MAR APR MAY JUN JUL AUG SEP OCT NOV DEC

*Ads due 5th of preceding month*

## ADVERTISING RATES

| AD SIZE      | ONE ISSUE (x1) |         | SIX ISSUES (x6) |         | TWELVE ISSUES (x12) |         |
|--------------|----------------|---------|-----------------|---------|---------------------|---------|
| FULL PAGE    | \$830          | \$1,261 | \$789           | \$1,198 | \$774               | \$1,135 |
| 1/2 PAGE (H) | \$652          | \$969   | \$619           | \$921   | \$587               | \$872   |
| 1/2 PAGE (V) | \$701          | \$1,046 | \$666           | \$944   | \$631               | \$941   |
| 1/3 PAGE     | \$566          | \$840   | \$307           | \$798   | \$291               | \$756   |
| 1/4 PAGE     | \$529          | \$801   | \$503           | \$761   | \$476               | \$721   |

## PAGE DIMENSIONS

| AD SIZE                  | WIDTH  | HEIGHT  |
|--------------------------|--------|---------|
| FULL PAGE<br>(BLEED)     | 8.25"  | 11"     |
| FULL PAGE                | 8.125" | 10.875" |
| 1/2 PAGE<br>(HORIZONTAL) | 8.125" | 5.43"   |
| 1/2 PAGE<br>(VERTICAL)   | 5.43"  | 8.125"  |
| 1/3 PAGE<br>(HORIZONTAL) | 4.625" | 4.875"  |
| 1/3 PAGE<br>(VERTICAL)   | 2.125" | 10"     |
| 1/4 PAGE                 | 3.375" | 4.875"  |





# THE VIRGINIA CATTLEMAN

5,000+ Readers

Monthly Distribution

(12 issues per year)

JAN FEB MAR APR MAY JUN JUL AUG SEP OCT NOV DEC

Ads due 5th of preceding month

## ADVERTISING RATES

| AD SIZE   | ONE ISSUE (x1) |       | SIX ISSUES (x6) |       | TWELVE ISSUES (x12) |       |
|-----------|----------------|-------|-----------------|-------|---------------------|-------|
| FULL PAGE | \$800          | \$923 | \$760           | \$877 | \$720               | \$831 |
| 3/4 PAGE  | \$738          | \$738 | \$701           | \$701 | \$664               | \$664 |
| 2/3 PAGE  | \$554          | \$554 | \$526           | \$526 | \$499               | \$499 |
| 1/2 PAGE  | \$431          | \$431 | \$409           | \$409 | \$388               | \$388 |
| 1/4 PAGE  | \$246          | \$246 | \$234           | \$234 | \$221               | \$221 |

## PAGE DIMENSIONS

| AD SIZE                  | WIDTH | HEIGHT |
|--------------------------|-------|--------|
| FULL PAGE                | 9.5"  | 9.75"  |
| 3/4 PAGE                 | 9.5"  | 7.75"  |
| 2/3 PAGE                 | 5.65" | 9.75"  |
| 1/2 PAGE<br>(HORIZONTAL) | 9.5"  | 4.875" |
| 1/2 PAGE<br>(VERTICAL)   | 4.75" | 9.75"  |
| 1/4 PAGE                 | 4.75" | 4.875" |





# THE WEST VIRGINIA CATTLEMAN

**1,000+ Readers**

**Bi-Monthly Distribution**

*(6 issues per year)*



*Ads due 5th of preceding month*

## ADVERTISING RATES

| AD SIZE   | ONE ISSUE (x1) |       | THREE ISSUES (x3) |       | SIX ISSUES (x6) |       |
|-----------|----------------|-------|-------------------|-------|-----------------|-------|
| FULL PAGE | \$308          | \$369 | \$293             | \$351 | \$277           | \$332 |
| 1/2 PAGE  | \$185          | \$246 | \$176             | \$234 | \$167           | \$221 |
| 1/4 PAGE  | \$123          | \$185 | \$117             | \$176 | \$111           | \$167 |

## PAGE DIMENSIONS

| AD SIZE                  | WIDTH | HEIGHT  |
|--------------------------|-------|---------|
| FULL PAGE                | 7.75" | 10.125" |
| 1/2 PAGE<br>(HORIZONTAL) | 7.5"  | 4.6875" |
| 1/2 PAGE<br>(VERTICAL)   | 3.5"  | 9.5"    |
| 1/4 PAGE<br>(SQUARE)     | 3.5"  | 4.6875" |
| 1/4 PAGE<br>(VERTICAL)   | 1.75" | 10.125" |



# Digital Advertising Opportunities

|              | Banner Ads                    | Email Blasts*                     | Facebook                        | Newsletter  |
|--------------|-------------------------------|-----------------------------------|---------------------------------|---|
| Alabama      | <b>\$250</b><br>(300 x 250px) | <b>\$1,100</b><br>(11,000+ views) |                                 |   |
| Arkansas     | <b>\$250</b><br>(300 x 170px) | <b>\$500</b><br>(3,500+ views)    |                                 | <b>\$400</b><br>(540 x 580px)<br>(3,500+ views)                 |
| Beefmaster   |                               | <b>\$500</b><br>(5,000+ views)    | <b>\$300</b><br>(10,911+ views) | <b>\$400</b><br>(500 x 600px)<br>(5,000+ views)                 |
| Braford      |                               | <b>\$500</b><br>(500+ views)      |                                 |   |
| Carolina     |                               |                                   |                                 | <b>\$400</b><br>(250 x 250px)<br>(3,500+ views)                 |
| Florida      | <b>\$200</b><br>(300 x 250px) | <b>\$1,200</b><br>(3,500+ views)  |                                 |   |
| Georgia      | <b>\$200</b><br>(300 x 170px) | <b>\$1,000</b><br>(5,000+ views)  | <b>\$300</b><br>(9,373+ views)  |   |
| Illinois     |                               | <b>\$500</b><br>(1,000+ views)    | <b>\$300</b><br>(7,277+ views)  |   |
| Indiana      |                               | <b>\$500</b><br>(2,400+ views)    |                                 |   |
| Iowa         | <b>\$200</b><br>(768 x 90px)  |                                   | <b>\$300</b><br>(12,378+ views) | <b>\$400</b><br>(970 x 90px)<br>(250 x 250px)<br>(5,000+ views) |
| Joplin       | <b>\$250</b><br>(728 x 180)   |                                   | <b>\$300</b><br>(9,892+ views)  | <b>\$400</b><br>(1,800+ views)                                  |
| Kentucky     | <b>\$200</b><br>(250 x 85px)  | <b>\$500</b><br>(4,500+ views)    | <b>\$300</b><br>(17,567+ views) | <b>\$400</b><br>(468 x 90px)<br>(3,800+ views)                  |
| Louisiana    | <b>\$250</b><br>(225 x 213px) | <b>\$500</b><br>(1,500+ views)    | <b>\$300</b><br>(2,934+ views)  |   |
| Michigan     |                               | <b>\$250</b><br>(500+ views)      | <b>\$300</b><br>(2,200+ views)  |   |
| Mississippi  |                               | <b>\$500</b><br>(1,900+ views)    | <b>\$300</b><br>(5,545+ views)  | <b>\$400</b><br>(550 x 286px)<br>(2,100+ views)                 |
| Ohio         |                               | <b>\$500</b><br>(2,200+ views)    | <b>\$300</b><br>(15,000+ views) | <b>\$400</b><br>(225 x 145 px)<br>(2,200+ views)                |
| Pennsylvania |                               |                                   | <b>\$300</b><br>(420+ views)    |   |
| Tennessee    | <b>\$200</b><br>(728 x 90px)  |                                   | <b>\$300</b><br>(11,109+ views) | <b>\$400</b><br>(560x305)<br>(4,000+ views)                     |
| Virginia     |                               | <b>\$250</b><br>(1200+ views)     | <b>\$300</b><br>(3,715+ views)  |   |

\*All email blasts are (500 x 600px)



Collectively, the states represent over **108,000** Facebook "Likes" and an email blast circulation of over **43,700**.



**Send all contracts and orders to:**

**Livestock Advertising Network**

176 Pasadena Drive  
Lexington, KY 40503  
[www.livestockadvertisingnetwork.org](http://www.livestockadvertisingnetwork.org)

**Carey Brown, Manager & Sales**

Phone: 859-278-0899  
Fax: 859-260-2060  
[cbrown@livestockadvertisingnetwork.org](mailto:cbrown@livestockadvertisingnetwork.org)

**Kelly Tucker, Accounting**

Phone: 859-278-0899  
Fax: 859-260-2060  
[ktucker@livestockadvertisingnetwork.org](mailto:ktucker@livestockadvertisingnetwork.org)

**Debby Nichols, Sales**

Cell: 859-321-8770  
[debby@livestockadvertisingnetwork.org](mailto:debby@livestockadvertisingnetwork.org)

**[www.livestockadvertisingnetwork.org](http://www.livestockadvertisingnetwork.org)**

