

# ADD PROFIT. *Invest in the Future!*

Cattlemen's News is direct-mailed every month to 12,000+ cattlemen and women in the heart of cow-calf country. Dedicated to helping cattle producers add value to their operations, our mission is to put today's producers in touch with the information and products that will make them profitable for tomorrow.

**REACH MORE**  
COW-CALF PRODUCERS/STOCKERS  
IN THE FOUR-STATE AREA!



JOPLIN REGIONAL STOCKYARDS  
**CATTLEMEN'S**  
*News*

Contact **Mark Harmon** today  
to reserve your ad space.

Phone: 417.316.0101

Email: [markh@joplinstockyards.com](mailto:markh@joplinstockyards.com)

MONTHLY ISSUES CAN BE VIEWED  
ONLINE BY VISITING  
[www.joplinstockyards.com/cattlemens\\_archive](http://www.joplinstockyards.com/cattlemens_archive)

**417.548.BEEF**



[www.joplinstockyards.com](http://www.joplinstockyards.com)

**JOPLIN REGIONAL**  
**STOCKYARDS**  
*traditional values & innovative approach*



2020 • PRINT  
MEDIA GUIDE

**11,300+** COPIES DIRECT-MAILED MONTHLY **65%** COW/CALF PRODUCERS **30%** STOCKER GROWERS

## 4-COLOR PRICING

| Discount Placement | 1-3X    | 16.5% 4-7X | 25% 8-11X | 33.3% 12X |
|--------------------|---------|------------|-----------|-----------|
| 2-Page Spread      | \$2,880 | \$2,405    | \$2,160   | \$1,921   |
| Full Page          | \$1,685 | \$1,432    | \$1,264   | \$1,124   |
| Jr. Page           | \$1,125 | \$956      | \$844     | \$750     |
| Jr. Page Spread    | \$2,250 | \$1,880    | \$1,690   | \$1,500   |
| 1/2 Page           | \$957   | \$813      | \$718     | \$638     |
| 1/2 Page Spread    | \$1,914 | \$1,598    | \$1,500   | \$1,276   |
| 1/3 Page           | \$698   | \$593      | \$524     | \$466     |
| 1/4 Page           | \$600   | \$510      | \$450     | \$400     |
| 1/8 Page           | \$336   | \$286      | \$252     | \$224     |
| Double Bus Card    | \$130   | \$120      | \$110     | \$100     |
| Business Card      | \$65    | \$60       | \$55      | \$50      |

\*Prices reflect price per insertion.

## BLACK & WHITE PRICING

| Discount Placement | 1-3X    | 16.5% 4-7X | 25% 8-11X | 33.3% 12X |
|--------------------|---------|------------|-----------|-----------|
| 2-Page Spread      | \$2,448 | \$2,044    | \$1,836   | \$1,633   |
| Full Page          | \$1,432 | \$1,196    | \$1,074   | \$955     |
| Jr. Page           | \$956   | \$798      | \$717     | \$638     |
| Jr. Page Spread    | \$1,912 | \$1,596    | \$1,434   | \$1,275   |
| 1/2 Page           | \$813   | \$679      | \$610     | \$543     |
| 1/2 Page Spread    | \$1,626 | \$1,358    | \$1,220   | \$1,085   |
| 1/3 Page           | \$593   | \$495      | \$445     | \$396     |
| 1/4 Page           | \$510   | \$426      | \$383     | \$340     |
| 1/8 Page           | \$286   | \$238      | \$214     | \$190     |
| Double Bus Card    | \$130   | \$120      | \$110     | \$100     |
| Business Card      | \$65    | \$60       | \$55      | \$50      |

\*Prices reflect price per insertion.

### BOOKLET INSERTIONS: \$2,000

\* Price is based on delivery to printer. Advertiser is responsible for any increase in postage.

**DIRECT MAIL OPTION:** Call for availability and pricing.



## ABOUT US

### CATTLEMEN'S NEWS

Cattlemen's News is a direct-mail, monthly, nuts and bolts news magazine dedicated to helping cattle producers add value to their operations. From how-to articles to economics and industry trends, our mission is to put today's producers in touch with the information and products that will make them profitable for tomorrow.

### DEMOGRAPHICS

#### AUDIENCE

|                    |     |
|--------------------|-----|
| Cow/Calf Producers | 65% |
| Stocker Producers  | 30% |
| Veterinarians      | 3%  |
| Feedlot Managers   | 2%  |

#### CIRCULATION

Cattlemen's News reaches 11,300+ dedicated customers of Joplin Regional Stockyards primarily in the midwest from Texas to Iowa and Nebraska to Alabama.

### SOCIAL MEDIA REACH

|           |          |
|-----------|----------|
| Facebook: | 10,000 + |
| Twitter:  | 482      |

### CONTACT

Mark Harmon | 417.316.0101  
markh@joplinstockyards.com  
CN@joplinstockyards.com  
www.joplinstockyards.com  
JRS Office: 417.548.2333





## 2020 • PRINT MEDIA GUIDE

**67%** FULL-TIME BEEF PRODUCERS **70%** PREFER PRINT **84%** CATTLEMEN'S NEWS IS HELPFUL

### BLEEDS & LIVE AREA

Create at least a 1/4" (0.25") bleed beyond trim on all sides. All critical graphics and content must be kept within the Live Area dimensions, preferably .75" for 2-page spreads and 1" for full page spreads.

### COLOR FORMAT

CMYK color is required (not RGB). **Black type MUST be 100% black (C=0, M=0, Y=0, K=100).**

Cattlemen's News is printed in a high-speed web printing environment. To help keep costs down, this environment has expected variances to plan for.

Black and white ads and grayscale images should be converted to grayscale using only black and **never** submitted using all four CMYK colors as a build. This can lead to unbalanced color and undesirable reproduction. Rich black or 4-color black is **NEVER** recommended and could also lead to registration issues and undesirable output, especially if applied to black text or when white text is reversed out in rich black boxes. (This is especially true of small and thin-faced fine print in both cases.) 4-color solids should not exceed a maximum density of 220% total ink coverage. This can lead to muddy and flat reproduction, dirty margins and create off-setting ghost images on other pages.

### FILE FORMATS

PDF files preferred – Version 3.0 or newer exported as PDF/X/1-A file with press/print-optimized settings. Fonts must be embedded and **NOT** subsets. Images must be embedded as well and be at least 300 dpi at actual size (no stretching).

### SUBMISSIONS

Material accepted by email to [markh@joplinstockyards.com](mailto:markh@joplinstockyards.com). To submit material via FTP site, contact us at [CN@joplinstockyards.com](mailto:CN@joplinstockyards.com).

### EDITORIAL CALENDAR

**January | Cow-Calf & Reproduction**  
Ads Close 12/9/19 | Materials Due 12/16/19

**February | Genetics & Crossbreeding**  
Ads Close 1/6/20 | Materials Due 1/13/20

**March | Animal Health; Marketing**  
Ads Close 2/3/20 | Materials Due 2/10/20

**April | Pasture, Hay & Forages**  
Ads Close 3/2/20 | Materials Due 3/9/20

**May | Stewardship & Sustainability**  
Ads Close 4/7/20 | Materials Due 4/14/20

**June | Technology**  
Ads Close 5/4/20 | Materials Due 5/11/20

**July | Young Producer**  
Ads Close 6/1/20 | Materials Due 6/8/20

**August | Weaned Calf; Fall Pasture**  
Ads Close 7/6/20 | Materials Due 7/13/20

**September | Marketing; Farm Safety & Health**  
Ads Close 8/3/20 | Materials Due 8/10/20

**October | Finance; Salute to Farm Women**  
Ads Close 9/8/20 | Materials Due 9/14/20

**November | Reproduction; Winter Prep**  
Ads Close 10/5/20 | Materials Due 10/12/20

**December | Nutrition & Forage Quality**  
Ads Close 11/2/20 | Materials Due 11/9/20

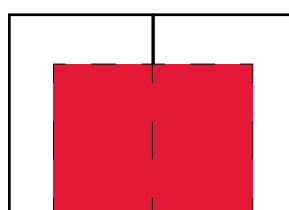
### AD SIZES



**2-Page Spread**  
20"w x 14.5"h (Trim)  
Bleed: 20.5"w x 15"h  
**Live Area:**  
19.25"w x 13.75"h



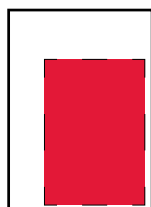
**Full Page**  
10"w x 14.5"h (Trim)  
Bleed: 10.5" x 15"h  
**Live Area:**  
9.25"w x 13.75"h



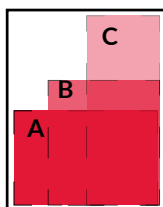
**Junior Page Spread**  
13.25"w x 10.75"h  
**Live Area:**  
12.5"w x 10"h



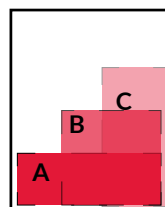
**1/2 Page Spread**  
19.25"w x 6.875"h  
**Live Area:**  
18.50"w x 6.625"h



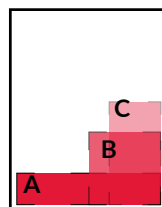
**Junior Page**  
6.25"w x 10"h  
No Bleed



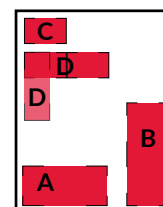
**1/2 Page**  
**A** 9.125"w x 6.75"h  
**B** 6.875"w x 9"h  
**C** 4.5"w x 13.75"h



**1/3 Page**  
**A** 9.125"w x 4.5"h  
**B** 6.875"w x 6"h  
**C** 4.5"w x 9"h



**1/4 Page**  
**A** 9.125"w x 3.25"h  
**B** 6.875"w x 4.5"h  
**C** 4.5"w x 6.75"h



**1/8 Page**  
**A** 4.5"w x 3.25"h  
**B** 2.125"w x 6.75"h

**Business Card**  
**C** 2.25"w x 1.75"h  
**Double Business Card**  
**D** 2.25"w x 3.68"h OR  
3.68"h x 2.25"w



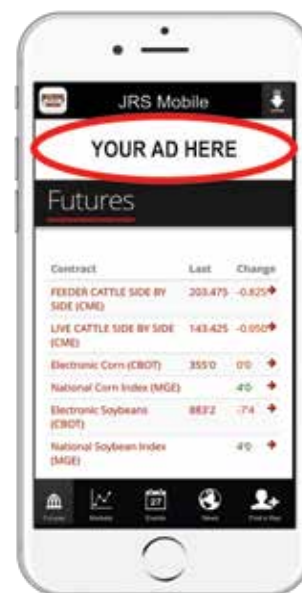
## 2020 • DIGITAL MEDIA GUIDE

**610,517+** PAGEVIEWS / 2020 **416,431+** UNIQUE VISITORS / 2020. **1:20** AVG. TIME ON PAGE

### DIGITAL PLATFORMS

| Ad Size (pixels) | Description    | Rate/Month                              | Page              | Position                  |
|------------------|----------------|---|-------------------|---------------------------|
| 234 x 60         | Banner         | \$400<br>(12x contract)                 | Web Home          | Top<br>(rotating)         |
| 220 x 250        | Vertical Block | \$300                                   | Web Home          | Middle/Left<br>(rotating) |
| 220 x 125        | Half Banner    | \$150                                   | Web Home          | Middle/Left<br>(static)   |
| 728 x 180        | Leaderboard    | \$250                                   | Web Home          | Bottom/Center<br>(static) |
| 234 x 60         | Banner         | \$250 (3x)<br>\$225 (6x)<br>\$200 (12x) | Smartphone App    | Multi-page (4)*           |
| 234 x 60 Combo   | Banner         | \$500<br>(12x contract)                 | Web Home +<br>App | Top<br>(rotating)*        |

\*Banner ad appears on Futures, Markets, Events and News pages on smartphone app.



Advertising on the Joplin Regional Stockyards smartphone app now available.

### ASK HOW TODAY!

- Preferred Files: JPEG, GIF, Animated GIF
- Adobe Photoshop files accepted
- 72-110 dpi, RGB
- Submissions: Email if less than 10 MB. FTP site access granted upon request. Dropbox links can also be emailed.

### HOME PAGE ROTATING BLOCK



### HOME PAGE ROTATING BANNERS



### HOME PAGE BOTTOM LEADERBOARD

Home Page  
Static Half Banner  
220 x 125

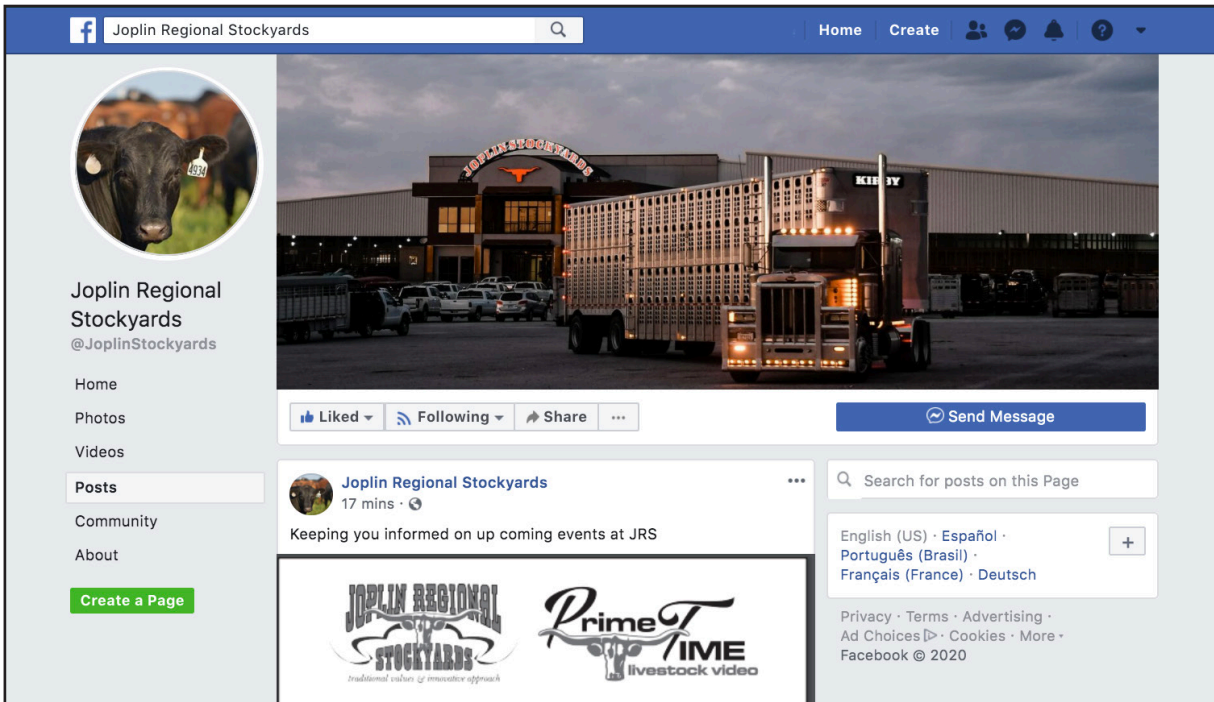
Home Page  
Rotating Block  
220 x 250

Home Page Rotating Banner  
234 x 60

Home Page Bottom Leaderboard  
728 x 180



## Facebook Marketing



**Joplin Regional Stockyards has 10,042 Facebook page followers**

**Facebook post pricing:**

**General-----\$50/post**

**Reach 5,000----\$150/post**

**Reach 10,000---\$250/post**

*<https://www.facebook.com/JoplinStockyards/>*