ADD PROFIT. Invest in the Future!

Cattlemen’s News is direct-mailed every month to 11,000+ 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!

1.5 million cows in our trade area

Contact Mark Harmon today to reserve your ad space.
Phone: 417.316.0101
Email: markh@joplinstockyards.com

MONTHLY ISSUES CAN BE VIEWED ONLINE BY VISITING
www.joplinstockyards.com/cattlemens_archive

417.548.BEEF
www.joplinstockyards.com
## DEMOGRAPHICS

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

### 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.

### ABOUT US

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: 11,283+

### 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.

## 4-COLOR PRICING

<table>
<thead>
<tr>
<th>Placement</th>
<th>1-3X</th>
<th>4-7X</th>
<th>8-11X</th>
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<tr>
<td>Business Card</td>
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<td>$60</td>
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<td>$50</td>
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*Prices reflect price per insertion.

### BLACK & WHITE PRICING

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### 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.
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. To submit material via FTP site, contact us at CN@joplinstockyards.com.

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## Digital Platforms

<table>
<thead>
<tr>
<th>Ad Size (pixels)</th>
<th>Description</th>
<th>Rate/Month</th>
<th>Page</th>
<th>Position</th>
</tr>
</thead>
<tbody>
<tr>
<td>234 x 60</td>
<td>Banner</td>
<td>$400</td>
<td>Web Home</td>
<td>Top (rotating)</td>
</tr>
<tr>
<td></td>
<td></td>
<td>(12x contract)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>220 x 250</td>
<td>Vertical Block</td>
<td>$300</td>
<td>Web Home</td>
<td>Middle/Left (rotating)</td>
</tr>
<tr>
<td>220 x 125</td>
<td>Half Banner</td>
<td>$150</td>
<td>Web Home</td>
<td>Middle/Left (static)</td>
</tr>
<tr>
<td>728 x 180</td>
<td>Leaderboard</td>
<td>$250</td>
<td>Web Home</td>
<td>Bottom/Center (static)</td>
</tr>
<tr>
<td>234 x 60 Combo</td>
<td>Banner</td>
<td>$500</td>
<td>Web Home + App</td>
<td>Top (rotating)*</td>
</tr>
<tr>
<td></td>
<td></td>
<td>(12x contract)</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

*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.

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**Home Page Rotating Block**

**Home Page Rotating Banners**

**Home Page Bottom Leaderboard**

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### Home Page Rotating Banner

**Home Page Rotating Block**

**Home Page Bottom Leaderboard**

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### Home Page Static Half Banner

**Home Page Rotating Banner**

**Home Page Rotating Block**

**Home Page Bottom Leaderboard**

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**Joplin Regional Stockyards**

490,887+ PAGEVIEWS / 2020 346,745+ UNIQUE VISITORS / 2020 1:04 AVG. TIME ON PAGE

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**2021 • Digital Media Guide**

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**Your Ad Here**
Facebook Marketing

Joplin Regional Stockyards has 10,674+ Facebook page followers

Facebook post pricing:

- General---------$50/post
- Reach 5,000----$150/post
- Reach 10,000---$250/post

https://www.facebook.com/JoplinStockyards/