

# 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!



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*



2021 • PRINT  
MEDIA GUIDE

**11,283+** 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: **11,283+**

### CONTACT

Mark Harmon | 417.316.0101

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CN@joplinstockyards.com

www.joplinstockyards.com

JRS Office: 417.548.2333





## 2021 • 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** | Cattle Health/Maintenance  
Ads Close 12/7/20 | Materials Due 12/14/20

**February** | Genetics & Crossbreeding  
Ads Close 1/4/21 | Materials Due 1/11/21

**March** | Pasture, Hay and Forages; Farm Safety  
Ads Close 2/1/21 | Materials Due 2/8/21

**April** | Animal Health/Reproduction; Marketing  
Ads Close 3/1/21 | Materials Due 3/8/21

**May** | Beef Month; Preparation for Summer;  
Farm Health  
Ads Close 4/5/21 | Materials Due 4/12/21

**June** | Technology  
Ads Close 5/3/21 | Materials Due 5/10/21

**July** | Young Producer  
Ads Close 6/7/21 | Materials Due 6/14/21

**August** | Weaned Calf; Fall Pasture  
Ads Close 7/5/21 | Materials Due 7/12/21

**September** | Marketing  
Ads Close 8/2/21 | Materials Due 8/9/21

**October** | Salute to Women in Ag;  
Finance/Farm Programs  
Ads Close 9/6/21 | Materials Due 9/13/21

**November** | Winter Preparation; Reproduction  
Ads Close 10/4/21 | Materials Due 10/11/21

**December** | Nutrition; Planning for a New Year  
Ads Close 11/1/21 | Materials Due 11/8/21

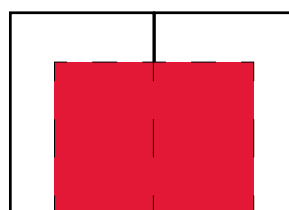
### AD SIZES



**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



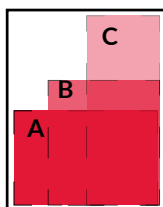
**Junior Page Spread**  
13.25"w x 10.75"h  
**Live Area:**  
12.5"w x 10"h



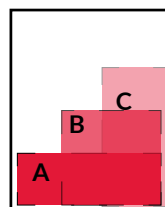
**1/2 Page Spread**  
19.25"w x 6.875"h  
**Live Area:**  
18.50"w x 6.625"h



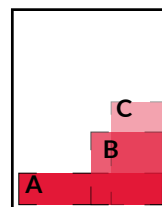
**Junior Page**  
6.25"w x 10"h  
No Bleed



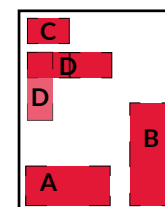
**1/2 Page**  
**A** 9.125"w x 6.75"h  
**B** 6.875"w x 9"h  
**C** 4.5"w x 13.75"h



**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



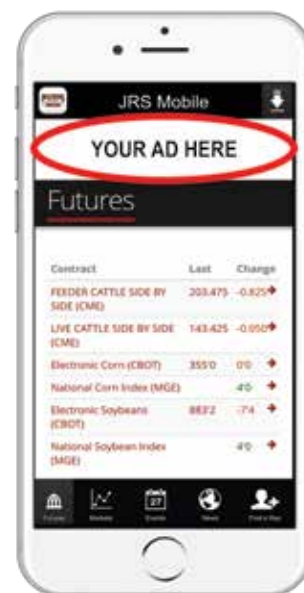
## 2021 • DIGITAL MEDIA GUIDE

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

### DIGITAL PLATFORMS

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

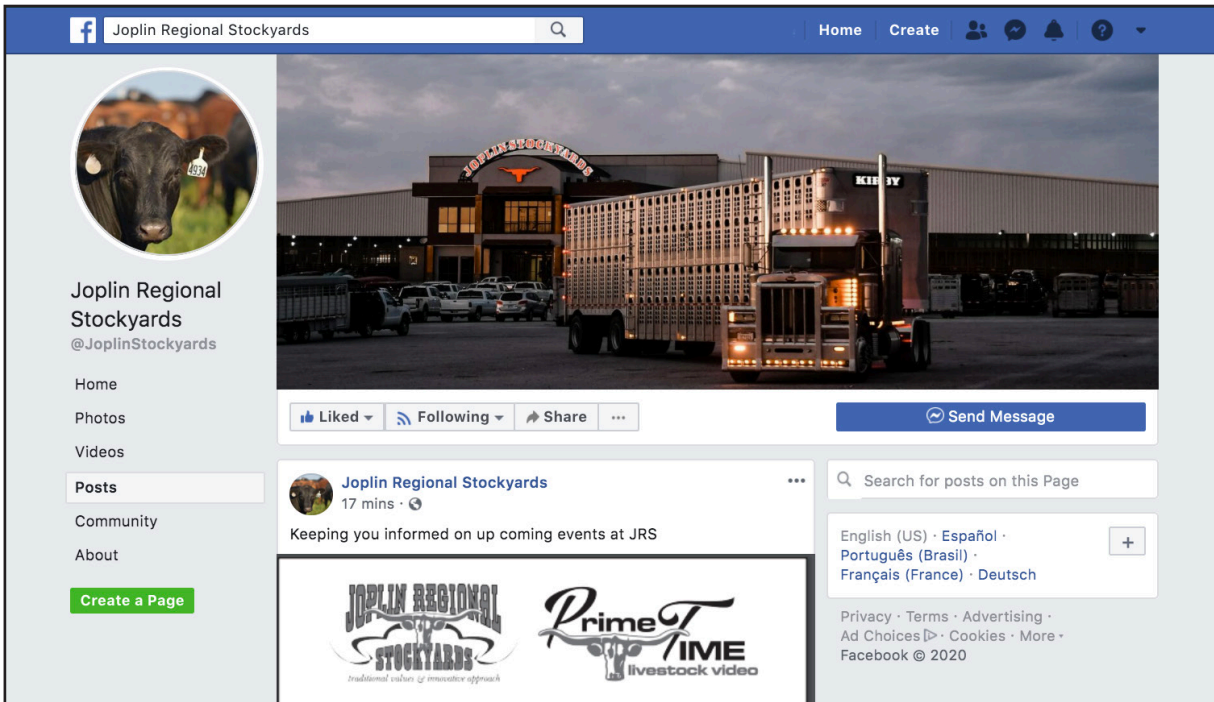
Home Page  
Rotating Block  
220 x 250

Home Page Rotating Banner  
234 x 60

Home Page Bottom Leaderboard  
728 x 180



## Facebook Marketing



**Joplin Regional Stockyards has 10,674+ Facebook page followers**

**Facebook post pricing:**

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

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

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

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