

JOPLIN REGIONAL STOCKYARDS

CATTLEMEN'S

News

Cattlemen's News is direct-mailed every month to 10,000+ cattlemen and women in the heart of cow-calf country. Dedicated to helping cattle producers add value to their operations.

REACH MORE...

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

JRS Sold 456,000 Cattle in 2021 and
headed for another record year in 2022

**1 million cows
in our trade area**

OUR MISSION...

*is to put today's producers in touch with
the information and products that will
make them profitable for tomorrow!*



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

417.548.BEEF

 www.joplinstockyards.com

Index:

Page 2: CN Print Media Guide (Pricing)
Page 3: CN Print Media Guide (Editorial Calendar, Ad Sizes, Color Guidelines)
Page 4: Digital Media Guide for JRS Website
Page 5: JRS Facebook Advertising
Page 6: Cattlemen's Connection Eblast Advertising



traditional values & innovative approach

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

Phone: 417.316.0101

Email: markh@joplinstockyards.com



2022 • PRINT
MEDIA GUIDE

10,000+ 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 10,000+ dedicated customers of Joplin Regional Stockyards primarily in the midwest from Texas to Iowa and Nebraska to Alabama.

SOCIAL MEDIA REACH

Facebook: **11,804+ Page Likes**
12,472+ Page Follows

CONTACT

Mark Harmon | 417.316.0101
markh@joplinstockyards.com

CN@joplinstockyards.com

www.joplinstockyards.com

JRS Office: 417.548.2333



2022 • 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.) **Total Area Coverage (TAC), or Ink Density is the total combined % value of the CMYK inks. This value should not be higher than 220% anywhere on the artwork, if it is one can expect the final product to be closed up or look muddy, dark and the ink could cross over to the opposing page in finishing.** TAC over 220% can be an issue in raster images, text or vector art and especially in full page ads with black or dark colored backgrounds and reversed out type.

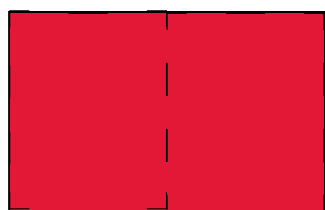
FILE FORMATS

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.

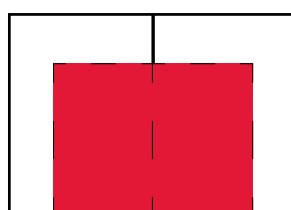
FONT SIZE: IN ORDER FOR READABILITY PURPOSES, PLEASE USE A FONT SIZE OF 8 PT OR LARGER FOR ALL TEXT ON ADS.



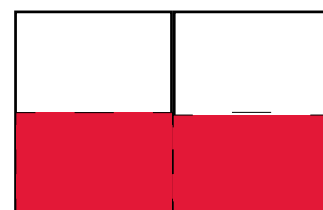
2-Page Spread
20"w x 14.5"t (Trim)
Bleed: 20.5"w x 15"t
Live Area:
19.25"w x 13.75"t



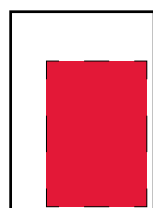
Full Page
10"w x 14.5"t (Trim)
Bleed: 10.5" x 15"t
Live Area:
9.25"w x 13.75"t



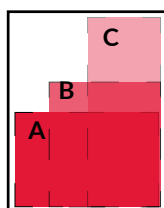
Junior Page Spread
13.25"w x 10.75"t
Live Area:
12.5"w x 10"t



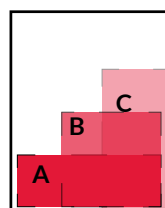
1/2 Page Spread
19.25"w x 6.875"t
Live Area:
18.50"w x 6.625"t



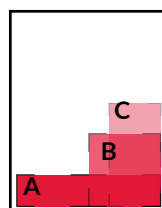
Junior Page
6.25"w x 10"t
No Bleed



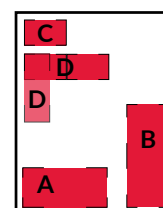
1/2 Page
A 9.125"w x 6.75"t
B 6.875"w x 9"t
C 4.5"w x 13.75"t



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



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



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

Business Card
C 2.25"w x 1.75"t

Double Business Card
D 2.25"w x 3.68"t OR
3.68"t x 2.25"w

*Ad changes are due the second Monday of each month.

EDITORIAL CALENDAR

January | Cattle Health/Maintenance

February | Genetics & Crossbreeding

March | Pasture, Hay and Forages;
Farm Safety

April | Animal Health/Reproduction;
Marketing

May | Beef Month; Preparation for
Summer; Farm Health

June | Technology

July | Young Producer

August | Fall Pasture

September | Marketing; Weaned Calf

October | Salute to Women in Ag

November | Winter Preparation;
Finance/Farm Programs, Taxes

December | Nutrition; Planning for a
New Year

AD SIZES



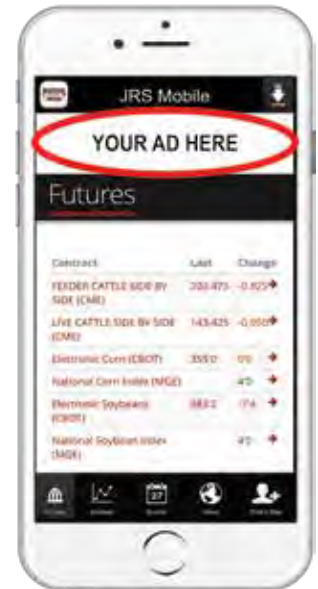
2022 • DIGITAL MEDIA GUIDE

326,275+ PAGEVIEWS / 2021 228,629+ UNIQUE VISITORS / 2021. 1:02 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
Static Half Banner
220 x 125

Home Page
Rotating Block
220 x 250

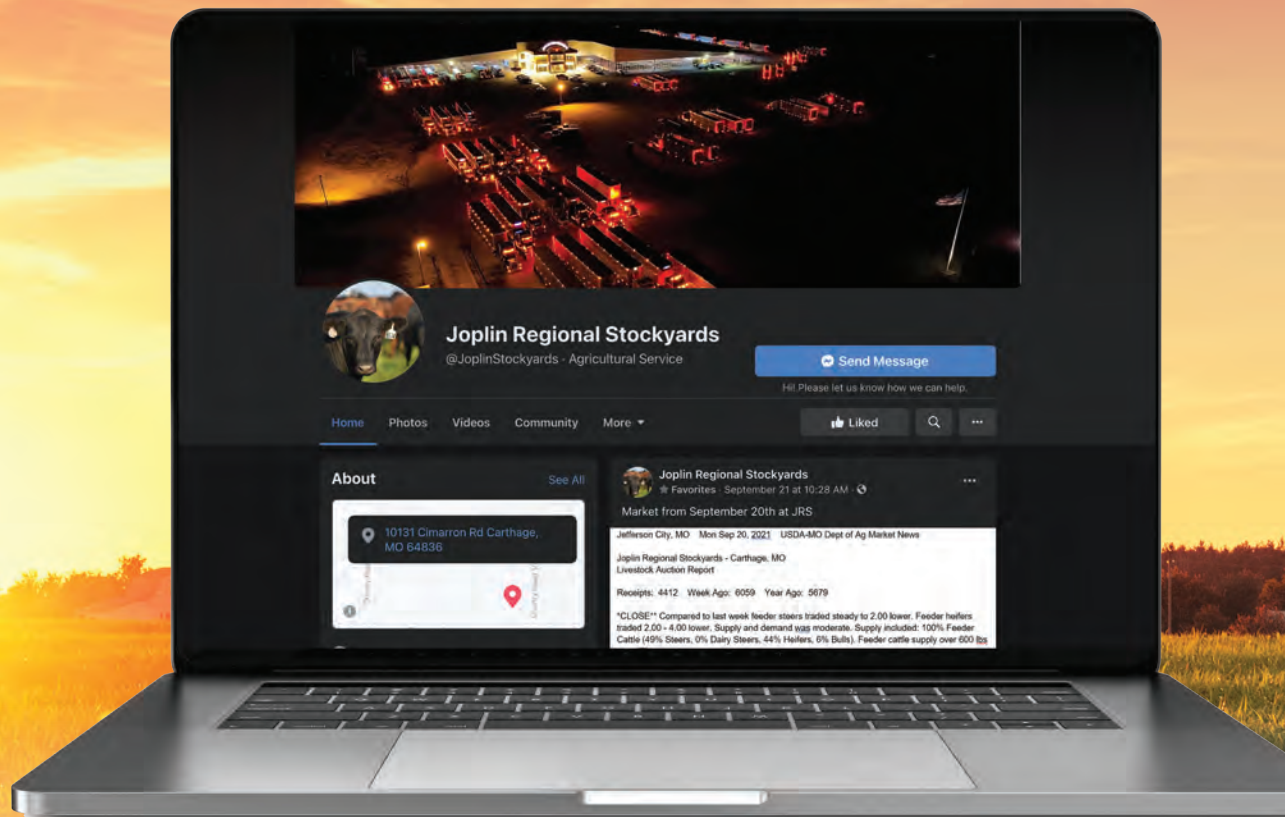
Home Page Rotating Banner
234 x 60

Home Page Bottom Leaderboard
728 x 180

HOME PAGE BOTTOM LEADERBOARD

GET NOTICED.

STEP into the *Light.*



Joplin Regional Stockyards has **12,472+** Facebook page followers and

Advertise your business, sale or upcoming event on our Facebook page!

Facebook post pricing:

24 Hour Post or Article: **\$50**

7 Day Post: **\$150**

Post with no delete: **\$250**

www.facebook.com/JoplinStockyards



traditional values & innovative approach

Contact **Mark Harmon** today
to place your advertisement

Phone: 417.316.0101

Email: markh@joplinstockyards.com

YOUR PARTNER

in livestock marketing



traditional values & innovative approach



The **Cattlemen's Connection** is an online email marketing platform hosted by Joplin Regional Stockyards that is sent out every other week. Our mission is to put today's producers in touch with the information and products that will make them profitable for tomorrow.

It's SIMPLE and EASY to get signed up!

- Fill out the SIGN UP form on the JRS website to subscribe!
- Receive news, events, information and happenings around JRS through our online e-blast format!
- Sign up to receive the market reports via JRS text messages, too!

E-blast Ads: \$150

**E-blasts are sent out every other week*

**1130+ E-blast Followers*



traditional values & innovative approach

Contact **Mark Harmon** today to place your advertisement!

Phone: 417.316.0101

Email: markh@joplinstockyards.com