

# 2010 MEDIA GUIDE

Joplin Regional Stockyards

## CATTLEMENS

NEWS



In touch with Cattlemen

**PRODUCTION • MANAGEMENT • MARKETING**

**CONTACT:**

Mark Harmon

Joplin Regional Stockyards

P O Box 634 • Carthage, MO 64836

417.548.BEEF • Fax: 417-548-2370

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

# In Touch With Cattlemen

## PRODUCTION • MANAGEMENT • MARKETING

**C**attlemen's News is the nuts and bolts news magazine dedicated to helping cattle producers add value to their operations.

Published monthly, each issue is packed with usable information to step cattlemen ahead in the beef industry. From "how-to" articles to economics and industry trends, our mission is to put today's producer in touch with the information and products that will make them profitable for tomorrow.

*Ratcliff Ranch is a strong advocate of advertising in Cattlemen's News, published by Joplin Regional Stockyards. Its volume circulation in our trade area, representing numerous producers in our own environment, as well as their continued commitment to customer service—even through challenging times of market fluctuation—is what makes Cattlemen's News one of our best advertising investments.*

—Billy Hall, Ratcliff Ranch, Vinita, Okla.

*As an extension specialist I am always looking for a media source that I feel is read by farmers, especially beef and forage producers. I use both print and electronic media and I believe the readership of Cattlemen's News is a good audience to reach. I work with our Southwest Missouri Beef Cattle Improvement Association and the Show-Me-Select Replacement Heifer group and they both like to advertise in the Cattlemen's News.*

—Eldon Cole, University of Missouri Extension Livestock Specialist, Mount Vernon, Mo.

*MFA, Inc. advertises in Cattlemen's News because we believe it reaches a huge percentage of the same people we need to reach. In addition, we believe our customers benefit from the content which is timely and pertinent to their business.*

—Mike John, Director of Health Track Operations, MFA Inc., Columbia, Mo..



# DEMOGRAPHICS & CIRCULATION

- Joplin Regional Stockyards marketed 435,000 head of cattle in 2009.
- Circulation includes more than 10,000 beef producer customers, stocker operators, feedyard owners and veterinarians. Primary target area is within a 200-mile radius of Joplin Regional Stockyards, Carthage, Missouri.



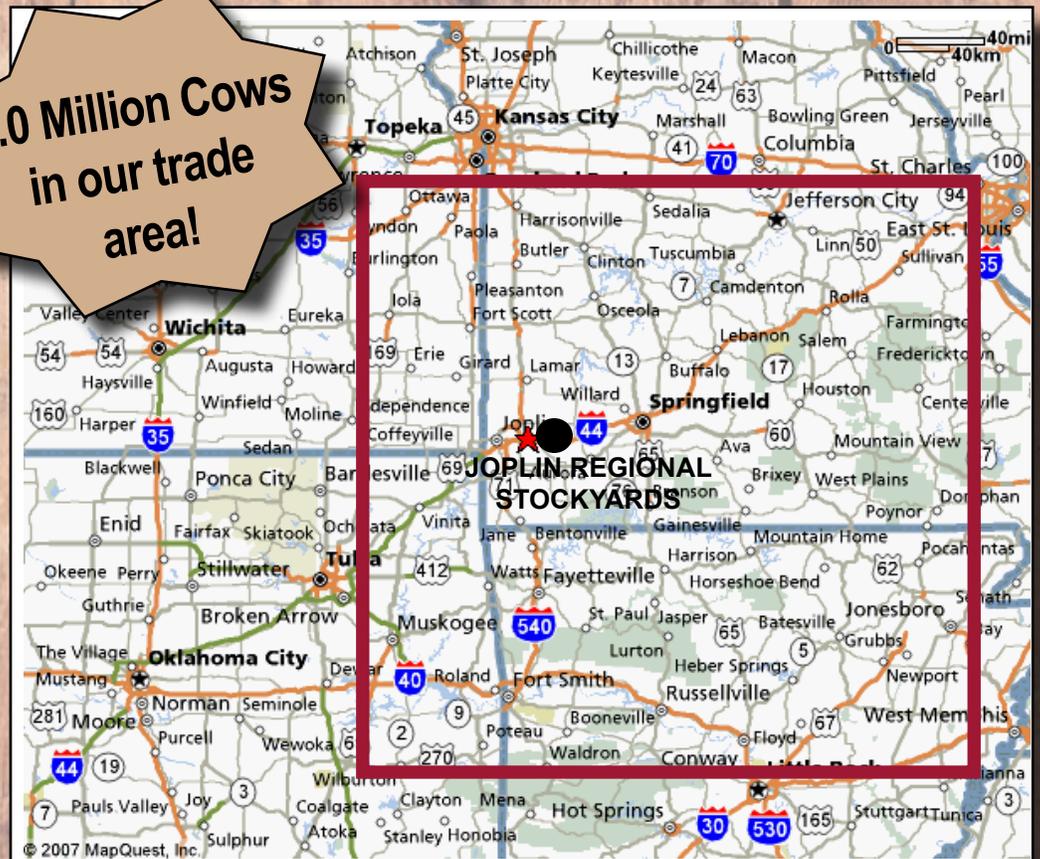
**State by State  
 Circulation Numbers:**  
 Missouri • 7,164  
 Oklahoma • 1,666  
 Kansas • 526  
 Arkansas • 537

**2.0 Million Cows  
 in our trade  
 area!**

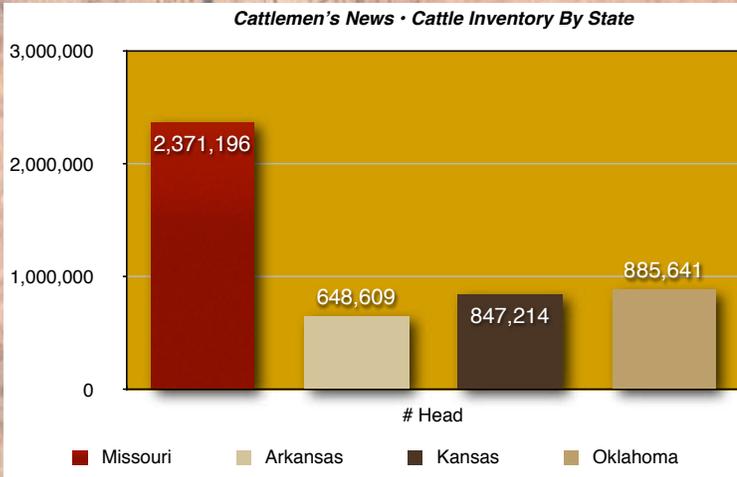
**Distribution also  
 includes producers  
 and industry  
 professionals  
 in key cattle states:**

Colorado • Georgia  
 Iowa • Illinois  
 Kentucky • Minnesota  
 Nebraska • South Dakota  
 Tennessee • Texas

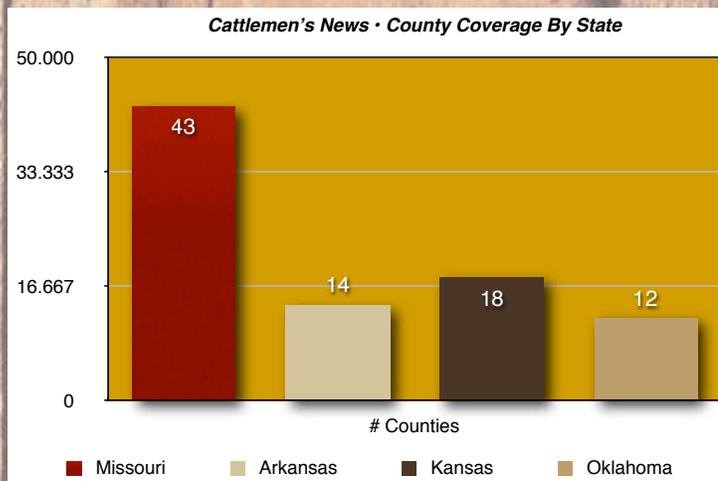
**Cattlemen's News** is also  
 available online at:  
[www.joplinstockyards.com](http://www.joplinstockyards.com)



# BY THE NUMBERS

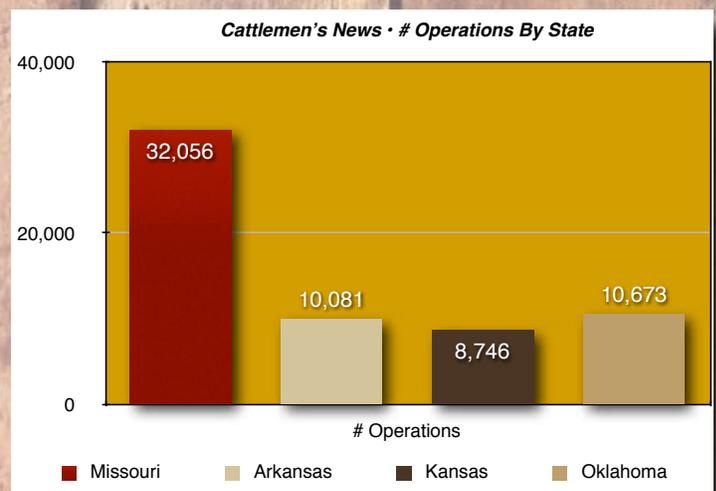


**Cattle Inventory data reflects the number of cattle within the Joplin Regional Stockyards' 200-mile radius trade area.**



**County coverage includes the number of counties in each state within Joplin Regional Stockyards' 200-mile radius trade area.**

**Operations by state depicts the number of cattle operations in each state within the 200-mile radius trade area of Joplin Regional Stockyards.**



# NET AD RATES

***The more times your advertisement appears in Cattlemen's News throughout the year, the more you SAVE!***

4-Color				
	Discount	16.50%	25%	33.30%
<u>Ad Size</u>	<u>1-3 Times</u>	<u>4-7 Times</u>	<u>8-11 Times</u>	<u>12 Times</u>
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
Half Page	\$957	\$813	\$718	\$638
Third	\$698	\$593	\$524	\$466
Quarter	\$600	\$510	\$450	\$400
Eighth	\$336	\$286	\$252	\$224
Business Card	\$65	\$60	\$55	\$50
Black & White				
	Discount	16.50%	25%	33.30%
<u>Ad Size</u>	<u>1-3 Times</u>	<u>4-7 Times</u>	<u>8-11 Times</u>	<u>12 Times</u>
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
Half Page	\$813	\$679	\$610	\$543
Third	\$593	\$495	\$445	\$396
Quarter	\$510	\$426	\$383	\$340
Eighth	\$286	\$238	\$214	\$190
Business Card	\$65	\$60	\$55	\$50

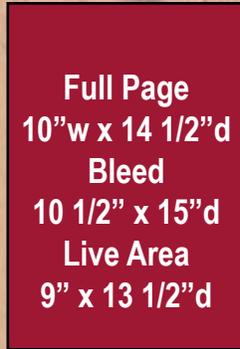
**Inserts: \$600 + any increase per piece in postage (material delivered to printer)**

# AD SIZES & SPECS

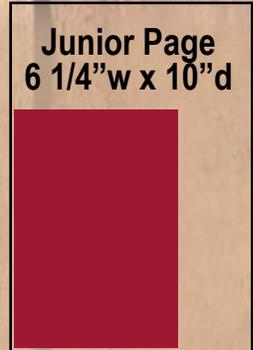
**2-Page Spread**  
 20" w x 14 1/2" d  
 Bleed  
 20 1/2" x 15" d



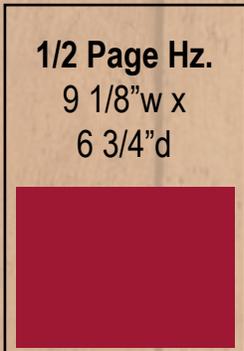
**Full Page**  
 10" w x 14 1/2" d  
 Bleed  
 10 1/2" x 15" d  
 Live Area  
 9" x 13 1/2" d



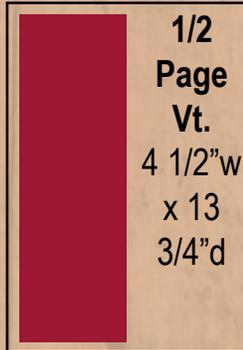
**Junior Page**  
 6 1/4" w x 10" d



**1/2 Page Hz.**  
 9 1/8" w x  
 6 3/4" d



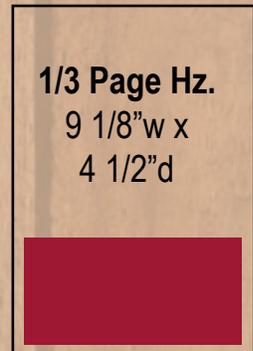
**1/2 Page Vt.**  
 4 1/2" w  
 x 13  
 3/4" d



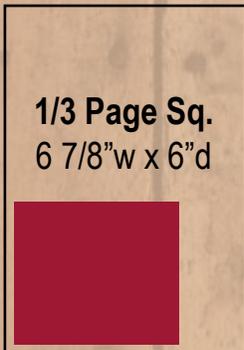
**1/2 Page 3-Col.**  
 6 7/8" w x 9" d



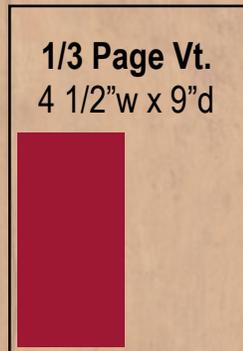
**1/3 Page Hz.**  
 9 1/8" w x  
 4 1/2" d



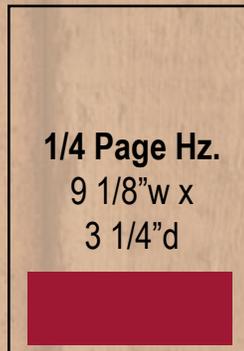
**1/3 Page Sq.**  
 6 7/8" w x 6" d



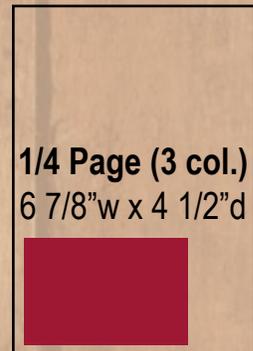
**1/3 Page Vt.**  
 4 1/2" w x 9" d



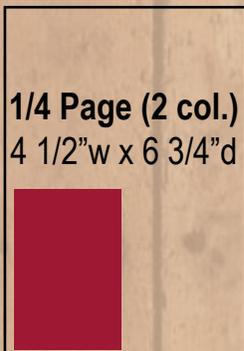
**1/4 Page Hz.**  
 9 1/8" w x  
 3 1/4" d



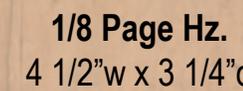
**1/4 Page (3 col.)**  
 6 7/8" w x 4 1/2" d



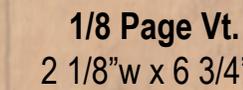
**1/4 Page (2 col.)**  
 4 1/2" w x 6 3/4" d



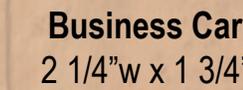
**1/8 Page Hz.**  
 4 1/2" w x 3 1/4" d



**1/8 Page Vt.**  
 2 1/8" w x 6 3/4" d



**Business Card**  
 2 1/4" w x 1 3/4" d




**Advertising Instructions:**  
 Send orders, disks, copy instructions, color proofs and other materials to:

*Cattlemen's News*  
 Attn: Mark Harmon  
 P O Box 634  
 Carthage, MO 64836  
 Email:

editor@joplinstockyards.com

**For the highest possible quality all material must be at least 300 dpi.**

## Ad Material

We encourage you to send us your ad material electronically. The following formats are acceptable for submission for ad materials. Ad material deadline is the second Monday of the month preceding the issue date.

### Acceptable Final File Formats

We can accept material by e-mail or on CD-ROM. Disks are non-returnable. Dot color proof required for accurate color reproduction. Material may also be up-loaded to our FTP site. Please call our production department at 417-732-8552 for information.

PDF files (preferred) – Version 3.0 or newer created with press/print-optimized settings. Fonts must be imbedded and NOT subsets. Images must be imbedded and must be at least 300 dpi at actual size.

InDesign files – Save for service provider. Include all fonts and images on disk.

EPS files – Create fonts to outlines. All images must be at least 300 dpi at actual size (Photoshop EPS not accepted as final file format.)

Illustrator files – Save as Illustrator EPS and follow specs for EPs files.

When placing elements to your ad in the various layout programs, please take into account these specifications:

- Image files (.jpg, .tif, etc.) – Must be at least 300 dpi at actual size before placing.
- Logos and Illustrations – Please submit as vector art (.eps, .ai, etc.). Create outlines of all fonts.
- Fonts should be Adobe Type 1 fonts. True Type fonts are not acceptable.
- Photos are to be scanned at a minimum of 300 dpi for color and grayscale. Both formats should be saved as tifs.
- Color photos are to be saved as CMYK tifs.
- Line art should be scanned at 1200 dpi and saved as a tif.
- EPS files are to be saved as Illustrator EPS.
- Print quality of material is not guaranteed without submission of Dot color proof.
- Film materials are not acceptable.

### Unacceptable Final File Formats

.doc – Not acceptable for print use. Images added in Word will not be of acceptable resolution.

.jpg – Image file, text is rasterized and will look very fuzzy upon printing.

.tif – Image file, text is rasterized and will look very fuzzy upon printing.

.psd – Photoshop file, text is rasterized and will look very fuzzy upon printing.

Mechanical Specifications

Trim Size – 10" wide x 14 1/2" tall.

Bleed Size – 10 1/2" wide x 15" tall. For double-truck ads, bleed size is 20 1/2" wide x 15" tall.

Live Area – 9" wide x 13 1/2" tall on a full page.

Column Width – 2 1/8"; double column width: 4 1/2". Depth: 13 3/4". Four columns per page. 54 column inches per page. Minimum depth: 1".

Line Screen – 110

Binding – Saddle-stitched. Jogging to head.

### General Regulations

Rate Policy – Orders are accepted at the rate prevailing at the date of insertion. No change or cancellation accepted after published closing.

Refused Advertising – The Publisher reserves the right to refuse any advertising that is fraudulent, misleading, that criticizes directly or indirectly other advertisers or their products, or any advertising not keeping with the Publisher's policies.

Editorial-style Copy – Rate based on display ad size. Publisher will label with the word "Advertorial".

Typesetting and Layout – Advertising materials that require typesetting, layout or other graphics work should be submitted by the first of the month preceding the issue in which material is to be published.

Advertiser or agency will be billed net for all work completed by CATTLEMEN'S NEWS Production Department.

Production Expenses, Mechanical Charges, including shipping, handling, folding and backing, are billed net and not eligible for agency or frequency discounts.

Contract Year – Advertisers may specify their contract year, so long as it consists of 12 consecutive months in their entirety; contract must commence on the first day of the first month in the contract period. Under normal circumstances, the contract year may not be changed once it has begun or is completed.

Short-rates and Rebates – If advertiser fails to achieve contracted frequency within the specified contract year, a short-rate will be issued. If advertiser exceeds the contracted frequency rate base within the contract year, a rebate will be made.

Ad Storage – Ad materials will be stored for one year and then destroyed unless instructions are given otherwise.

Liability – Publisher is not liable for delays in delivery and/or nondelivery in the event of an Act of God, action by any governmental or quasi-governmental entity, fire, flood, insurrection, riot, explosion, embargo, strike (whether legal or illegal), labor or material shortage, transportation interruption of any kind, work slowdown, terrorist action, or any condition beyond the control of the Publisher that affects production or delivery in any way.

It is understood and agreed that all orders must conform with the rules and conditions set forth in this rate card and that the Publisher reserves the right to eliminate from space orders and contracts any clauses that do not comply. Publisher reserves right to hold advertiser and/or its advertising agency jointly liable for such monies as are due and payable to Publisher.

## Cattlemen's News

Publisher/Advertising:

Mark Harmon – 417-548-2333

Fax: 417-548-2370

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

Editorial/Production:

Joann Pipkin – 417-732-8552

Fax: 417-732-4493

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

# INSIDE EACH ISSUE

<b><u>Issue</u></b>	<b><u>Issue Focus</u></b>	<b><u>Ad Deadline</u></b>	<b><u>Editorial Deadline</u></b>
<b>Jan-10</b>	Spring-born Calf Management	Dec. 7, 2009	Dec. 14, 2009
<b>Feb-10</b>	Reproduction Health Strategies	Jan. 11, 2010	Jan. 15, 2010
<b>Mar-10</b>	Grass & Forage Management/Fencing	Feb. 8, 2010	Feb. 12, 2010
<b>Apr-10</b>	Vaccination Strategies/Parasite Control	Mar. 8, 2010	Mar. 12, 2010
<b>May-10</b>	Heat Stress/Fly Control	Apr. 12, 2010	Apr. 16, 2010
<b>Jun-10</b>	Backgrounding for Profit	May 10, 2010	May 14, 2010
<b>Jul-10</b>	Value Added Programs/Opportunities	June 8, 2010	June 12, 2010
<b>Aug-10</b>	Calf Weaning Strategies	July 12, 2010	July 16, 2010
<b>Sep-10</b>	Post-Weaning Development/Management	Aug. 9, 2010	Aug. 13, 2010
<b>Oct-10</b>	Farm Financials/Estate Planning	Sept. 13, 2010	Sept. 17, 2010
<b>Nov-10</b>	Winter Feeding Options	Oct. 11, 2010	Oct. 15, 2010
<b>Dec-10</b>	Pregnant Cow Care/Nutrition Tips	Nov. 8, 2010	Nov. 12, 2010

## ***Additional Information***

- New product & other company-related information accepted at no charge, provided relevance to readership.
- On-line sponsorships via JRS website, [www.joplinstockyards.com](http://www.joplinstockyards.com) are pending.