



2020 • PRINT
MEDIA GUIDE

11,500 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.

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.

BLACK & WHITE PRICING

DEMOGRAPHICS

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.

AUDIENCE

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

CIRCULATION

Cattlemen's News reaches 11,500 dedicated customers of Joplin Regional Stockyards primarily in the midwest from Texas to Iowa and Nebraska to Alabama.

SOCIAL MEDIA REACH

Facebook:	7,125
Twitter:	482

CONTACT

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 www.joplinstockyards.com
 JRS Office: 417.548.2333

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.



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 imbedded and **NOT** subsets. Images must be imbedded 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 editor@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

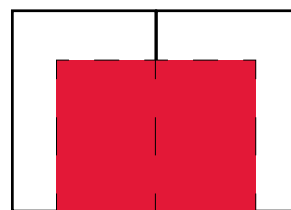
AD SIZES



2-Page Spread
20"w x 14.5"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



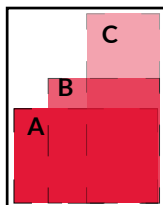
Junior Page Spread
13.25"w x 10.75"t
Live Area:
12.5"w x 10"t



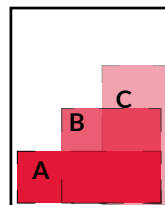
1/2 Page Spread
19.25"w x 6.875"t
Live Area:
18.50"w x 6.625"t



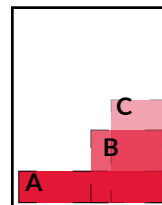
Junior Page
6.25"w x 10"t
No Bleed



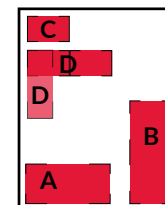
1/2 Page
A 9.125"w x 6.75"t
B 6.875"w x 9"t
C 4.5"w x 13.75"t



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



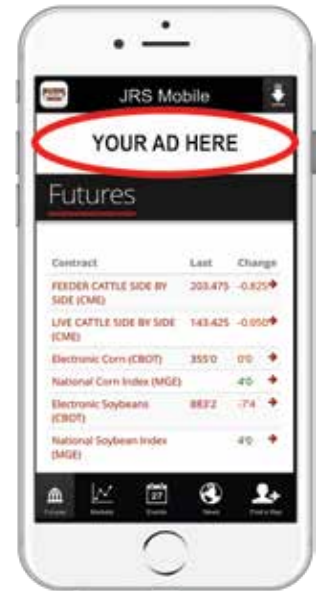
2020 • DIGITAL MEDIA GUIDE

487,000+ PAGEVIEWS / 2018 332,000+ UNIQUE VISITORS / 2018. 1:20 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