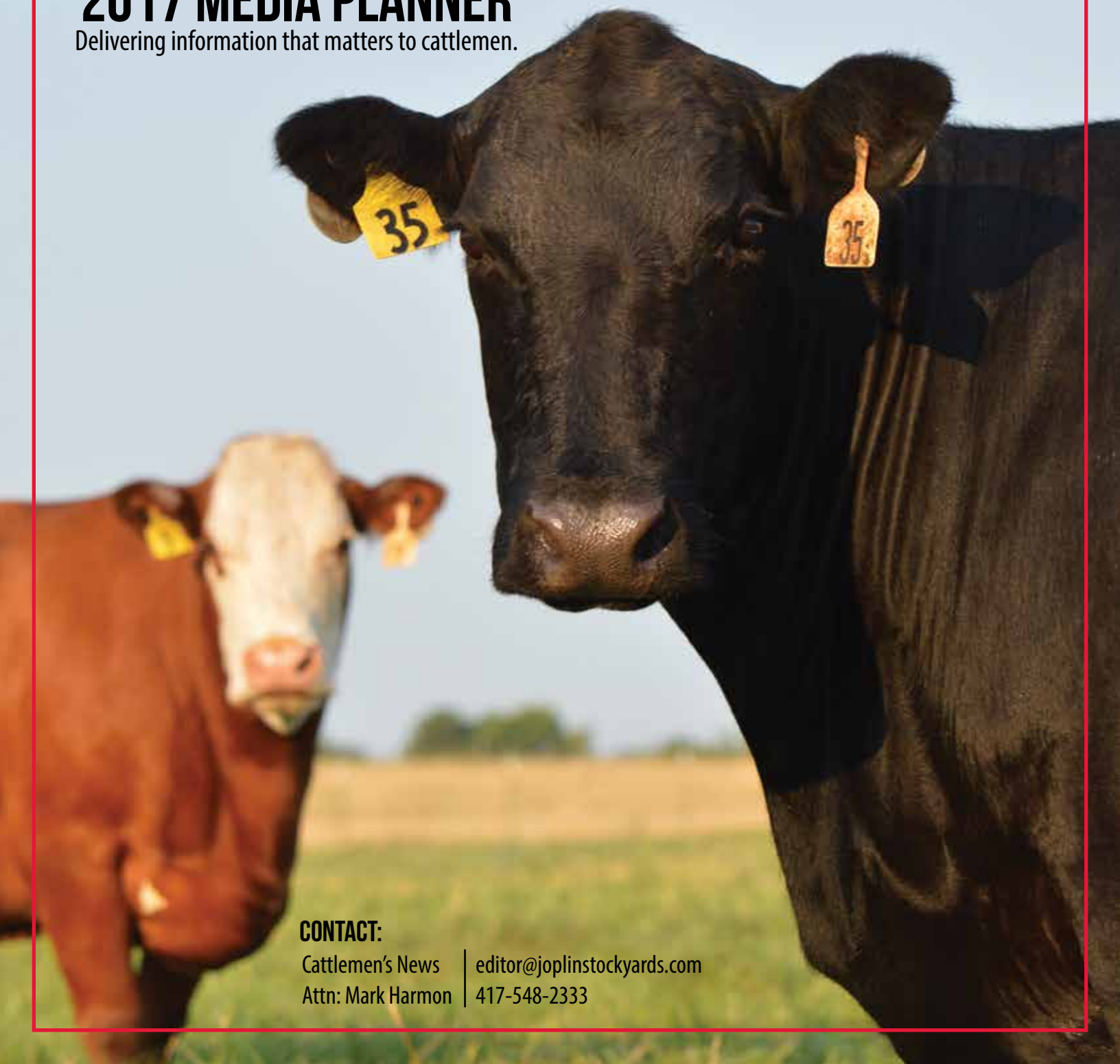




traditional values & innovative approach

2017 MEDIA PLANNER

Delivering information that matters to cattlemen.

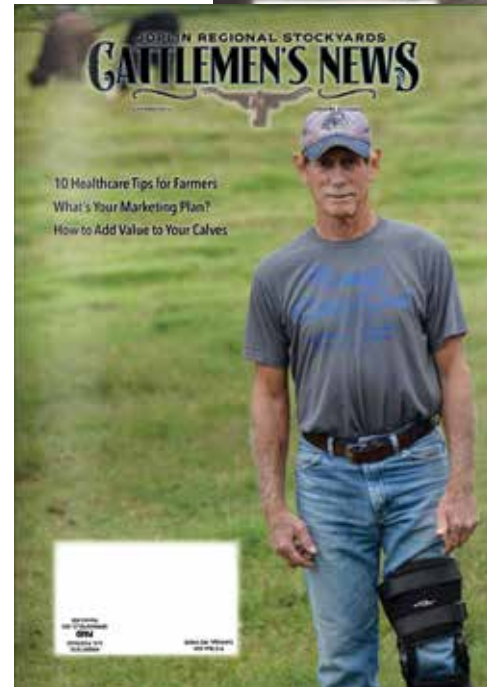


CONTACT:

Cattlemen's News | editor@joplinstockyards.com
Attn: Mark Harmon | 417-548-2333

JOPLIN REGIONAL STOCKYARDS CATTLEMEN'S NEWS

Published by Joplin Regional Stockyards, *Cattlemen's News* is a 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.



CIRCULATION

Cattlemen's News reaches 10,000 dedicated subscribers primarily in the midwest region from Texas to Iowa and Nebraska to Alabama.

FREQUENCY

Cattlemen's News is published monthly, keeping cattlemen informed of the latest news, technologies and events surrounding the beef cattle industry.

AUDIENCE

Distribution reaches the desired target audience for cattlemen. Readers include industry leaders, influencers and decision makers within the cattle industry.

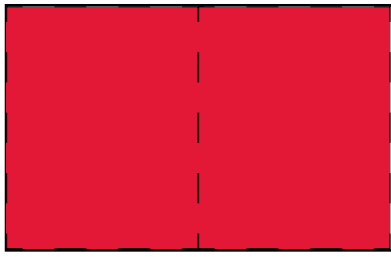
67% Readers who rely on their beef cattle operation as their full time source of employment.

70% Readers who prefer to receive their news and industry information in print form as opposed to radio or online source.

84% Say ads in the *Cattlemen's News* are helpful in making purchasing decisions.

73% Readers who own commercial cattle operations.

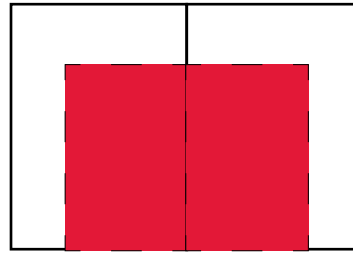
SEND ADS AND INQUIRIES TO: Cattlemen's News, Attn: Mark Harmon | editor@joplinstockyards.com or 417-548-2333



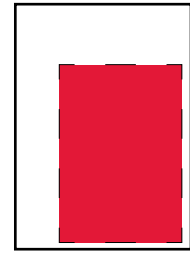
2-Page Spread
 20" w x 14.5" d (Trim)
Bleed: 20.5" w x 15" d
Live Area:
 19.25" w x 13.75" d



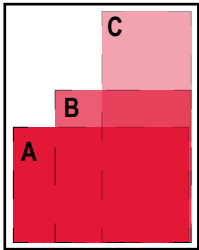
Full Page
 10" w x 14.5" d (Trim)
Bleed: 10.5" w x 15" d
Live Area:
 9" w x 13.5" d



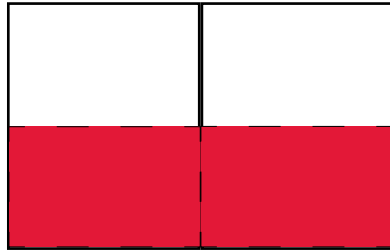
Junior Page Spread
 13.25" w x 10.75" d
Live Area:
 12.5" w x 10" d



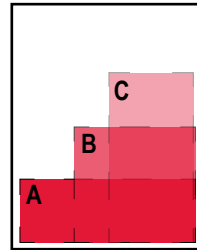
Junior Page
 6.25" w x 10" d
 No Bleed



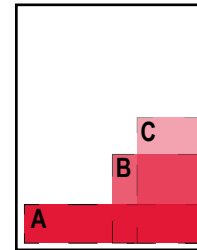
1/2 Page
A 9.125" w x 6.75" d
B 6.875" w x 9" d
C 4.5" w x 13.75" d



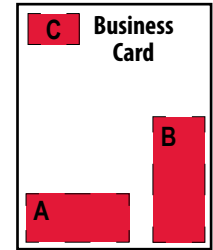
1/2 Page Spread
 19.25" w x 6.875" d
Live Area:
 18.25" w x 6.75" d



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



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



1/8 Page
A 4.5" w x 3.25" d
B 2.125" w x 6.75" d
C 2.25" w x 1.75" d

FORMATTING

BLEEDS

Create at least a 1/5" (0.5") bleed beyond trim on all sides.

LIVE AREA

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).

FILE FORMATS

PDF files preferred – Version 3.0 or newer exported as PD-F/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 or on CDs. Disks are non-returnable. Dot color proof required for accurate color reproduction. To submit materail via FTP site, contact us at editor@joplinstockyards.com.

EDITORIAL CALENDAR

JANUARY

Cow/Calf

Ads Close: 12/5/16
 Materials Due: 12/12/16

FEBRUARY

Genetics

Ads Close: 1/2/17
 Materials Due: 1/09/17

MARCH

Animal Health & Well Being

Ads Close: 2/1/17
 Materials Due: 2/6/17

APRIL

Pasture & Hay; Stocker

Ads Close: 3/6/17
 Materials Due: 3/13/17

MAY

Stewardship & Sustainability

Ads Close: 4/3/17
 Materials Due: 4/10/17

JUNE

Technology

Ads Close: 5/1/16
 Materials Due: 5/8/17

JULY

Young Producer

Ads Close: 6/5/17
 Materials Due: 6/12/17

AUGUST

Weaned Calf; Fall Pasture

Ads Close: 7/3/17
 Materials Due: 7/10/17

SEPTEMBER

Marketing; Safety & Health

Ads Close: 8/1/17
 Materials Due: 8/7/17

OCTOBER

Finance; Salute to Farm Women

Ads Close: 9/1/17
 Materials Due: 9/5/17

NOVEMBER

Genetics; Winterizing the Farm

Ads Close: 10/2/17
 Materials Due: 10/09/17

DECEMBER

Nutrition

Ads Close: 11/6/17
 Materials Due: 11/13/17

PRINT AD RATES

4-Color Pricing

| Discount | | | | |
|-----------------|-----------|-----------|------------|----------------------|
| | 16.5% | 25% | 33.3% | |
| Placement | 1-3 Times | 4-7 Times | 8-11 Times | 12 Times (Full Year) |
| 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 |
| Business Card | \$65 | \$60 | \$55 | \$50 |

*Prices reflect price per insertion.

Black & White Pricing

| Discount | | | | |
|-----------------|-----------|-----------|------------|----------------------|
| | 16.5% | 25% | 33.3% | |
| Placement | 1-3 Times | 4-7 Times | 8-11 Times | 12 Times (Full Year) |
| 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 |
| Business Card | \$65 | \$60 | \$55 | \$50 |

*Prices reflect price per insertion.

BOOKLET INSERTIONS: \$1,500

*Price is based on delivery to printer. Advertiser is responsible for any increase in postage.

DIRECT MAIL OPTION

Call for availability and pricing.

SEND ADS AND INQUIRIES TO:

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 Attn: Mark Harmon | 417-548-2333



| 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) |
| 1/2 Page | \$813 | \$679 | \$610 | \$543 |
| 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)* |

WEB FORMATS

- Preferred Files: JPEG, GIF, Animated GIF
- Adobe Photoshop files accepted
- 72-110 dpi, RGB
- Submissions: Files can be emailed if less than 10 MB. FTP site access granted upon request. Dropbox links can also be emailed.

*Banner ad appears on Futures, Markets, Events and News pages on smartphone app.

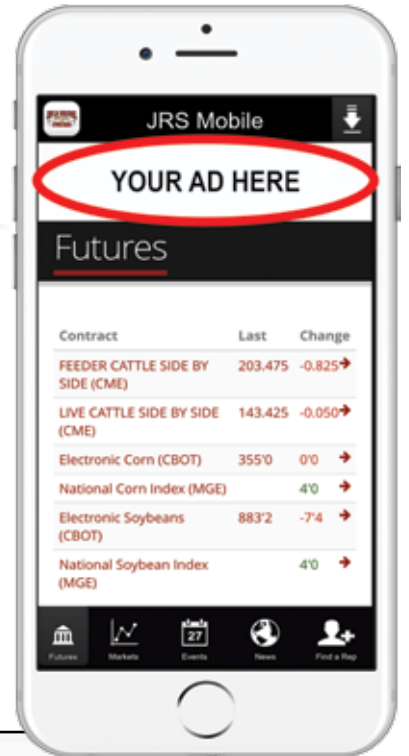
Home Page Rotating Banner
234 x 60

Home Page Rotating Block
220 x 250

Home Page Static Half Banner
220 x 125

Home Page Bottom Leaderboard
728 x 180

Advertising on the Joplin Regional Stockyards smartphone app now available. Ask how today!



HOME PAGE ROTATING BLOCK

HOME PAGE ROTATING BANNERS

HOME PAGE BOTTOM LEADERBOARD