



www.livestockadvertisingnetwork.org

## **Publication Distribution**

These publications have come together to offer a national buy or if you would like to target specific states that is always an option too!

We offer additional advertising opportunities outside of traditional print media, including Email Blasts, Facebook, digital newsletters and banner ads.

Call us today to find a plan that works best for your product.

We look forward to hearing from you!

18 publications offer a total circulation of over

110,300





# **Editorial Calendar**

<b>JANUARY</b> Farm Equipment	FEBRUARY Genetics	<b>MARCH</b> Herd Health
APRIL Fly & Weed Control	<b>MAY</b> Summer Equipment	<b>JUNE</b> Fencing
<b>JULY</b> Getting Around the Farm	AUGUST  Pasture  Management	SEPTEMBER  Herd Health
OCTOBER  Gathering the Herd	<b>NOVEMBER</b> Farm Buildings	<b>DECEMBER</b> Truck/Trailer

# **Reader Demographics**



**90%** work at a cattle operation



208 average acres of land



**65** average head of cattle



33% also own horses



**60%** also grow crops



13.2 Years
average Association
Membership



average reader has read **all four** of their previous four issues.

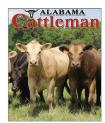


60%

of readers believe advertising in an LAN publication makes a company/ product/service more credible.







# **ALABAMA CATTLEMAN**

# 11,500+ Readers Monthly Distribution

(12 issues per year, bonus issue in July to 18,000 readers)



Ads due 5th of preceding month

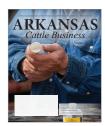
## **ADVERTISING RATES**

AD SIZE	ONE IS	SUE (x1)	SIX ISS	UES (x6)	TWELVE IS	SUES (x12)
FULL PAGE	\$950	\$1,785	\$900	\$1,694	\$852	\$1,605
2/3 PAGE	\$710	\$1,170	\$675	\$1,112	\$639	\$1,051
1/2 PAGE	\$550	\$995	\$523	\$945	\$494	\$896
1/3 PAGE	\$385	\$620	\$366	\$589	\$345	\$556

## **PAGE DIMENSIONS**

AD SIZE	WIDTH	HEIGHT
FULL PAGE (BLEED)	8.75"	11.25"
FULL PAGE	7.25"	9.5"
2/3 PAGE	4.75"	9.5"
1/2 PAGE (HORIZONTAL)	7.25"	4.25"
1/2 PAGE (VERTICAL)	4.75"	7"
1/3 PAGE (HORIZONTAL)	4.75"	4.75"
1/3 PAGE (VERTICAL)	2.25"	9.5"





# **ARKANSAS CATTLE BUSINESS**

**8,500+ Readers**Monthly Distribution

(12 issues per year)



Ads due 5th of preceding month

### **ADVERTISING RATES**

AD SIZE	ONE IS	SUE (x1)	SIX ISS	UES (x6)	TWELVE IS	SUES (x12)
FULL PAGE	\$781	\$1,156	\$742	\$1,098	\$703	\$1,041
2/3 PAGE	\$625	\$1,000	\$594	\$950	\$563	\$900
1/2 PAGE	\$500	\$875	\$475	\$831	\$450	\$788
1/3 PAGE	\$375	\$750	\$356	\$713	\$338	\$675
1/4 PAGE	\$281	\$656	\$267	\$623	\$253	\$591

AD SIZE	WIDTH	HEIGHT
FULL PAGE (BLEED)	8.625"	10.875"
FULL PAGE	7.5"	9.75"
2/3 PAGE	4.875"	9.75"
1/2 PAGE (HORIZONTAL)	7.5"	4.8125"
1/2 PAGE (VERTICAL)	4.875"	7.5"
1/3 PAGE (HORIZONTAL)	7.5"	3.16"
1/3 PAGE (VERTICAL)	2.41"	9.75"
1/3 PAGE (SQUARE)	4.875"	4.875"
1/4 PAGE	3.625"	4.875"





# **BEEFMASTER PAY WEIGHT**

# 15,000+ Readers Semi-Annual Nationwide Distribution

(Spring and Fall issues)



Ads due Feb 15 & Aug 15

#### **ADVERTISING RATES**

AD SIZE	ONE IS:	SUE (x1)	TWO ISS	SUES (x2)
FULL PAGE	\$1,500	\$1,875	\$1,425	\$1,781
2/3 PAGE	\$1,313	\$1,688	\$1,247	\$1,604
1/2 PAGE	\$938	\$1,313	\$891	\$1,247
1/3 PAGE	\$656	\$1,031	\$623	\$979

### **PAGE DIMENSIONS**

AD SIZE	WIDTH	HEIGHT
FULL PAGE	10.38"	16"
2/3 PAGE	7.73"	10"
1/2 PAGE (HORIZONTAL)	10.38"	7.875"
1/2 PAGE (VERTICAL)	5.1"	15.65"
1/3 PAGE (HORIZONTAL)	10.63"	6.31"
1/3 PAGE (VERTICAL)	3.33"	15.65"



# THE CAROLINA CATTLE CONNECTION

**6,000+ Readers**Monthly Distribution

(12 issues per year)



Ads due 5th of preceding month

### **ADVERTISING RATES**

AD SIZE	ONE IS	SUE (x1)	SIX ISS	UES (x6)	TWELVE IS	SUES (x12)
FULL PAGE	\$615	\$947	\$584	\$900	\$554	\$852
2/3 PAGE	\$523	\$855	\$497	\$812	\$470	\$769
1/2 PAGE	\$400	\$732	\$380	\$695	\$360	\$659
1/3 PAGE	\$215	\$547	\$204	\$520	\$194	\$493

AD SIZE	WIDTH	HEIGHT
FULL PAGE	10.125"	12.5"
1/2 PAGE (HORIZONTAL)	10.125"	6.25"
1/2 PAGE (VERTICAL)	4.875"	12.5"
1/3 PAGE (HORIZONTAL)	2.25"	12.5"
1/3 PAGE (VERTICAL)	4.875"	6.25"







# **CATTLE BUSINESS IN MISSISSIPPI**

**4,000+ Readers**Monthly Distribution with 2 combined issues.

(10 Issues per year. Combined issues for June/July and November/December)

JAN FEB MAR APR MAY JUN/JUL AUG SEP OCT NOV/DEC

Ads due 5th of preceding month

## **ADVERTISING RATES**

AD SIZE	ONE IS	SUE (x1)	SIX ISS	UES (x6)	TWELVE IS	SUES (x12)
FULL PAGE	\$781	\$1,273	\$742	\$1,209	\$703	\$1,146
2/3 PAGE	\$609	\$1,101	\$578	\$1,046	\$548	\$991
1/2 PAGE	\$474	\$966	\$450	\$917	\$426	\$869
1/3 PAGE	\$326	\$818	\$310	\$777	\$293	\$736

#### **PAGE DIMENSIONS**

AD SIZE	WIDTH	HEIGHT
FULL PAGE (BLEED)	8.625"	11.125"
FULL PAGE	7.5"	9.75"
2/3 PAGE	5"	10"
1/2 PAGE (HORIZONTAL)	7.5"	4.75"
1/2 PAGE (VERTICAL)	5"	7.5"
1/3 PAGE (HORIZONTAL)	5"	5"





# **COW COUNTRY**

(A publication of Kentucky Cattlemen's Association)

# **10,800+ Readers**Monthly Distribution

(12 issues per year, bonus distribution for April and August to 20,000 readers)

JAN FEB MAR APR MAY JUN JUL AUG SEP OCT NOV DEC

Ads due 5th of preceding month

#### **ADVERTISING RATES**

AD SIZE	ONE IS:	SUE (x1)	SIX ISS	UES (x6)	TWELVE IS	SUES (x12)
FULL PAGE	\$626	\$1,180	\$595	\$1,121	\$563	\$1,062
3/4 PAGE	\$504	\$1,058	\$479	\$1,005	\$454	\$952
1/2 PAGE	\$439	\$716	\$417	\$680	\$395	\$644
1/4 PAGE	\$252	\$529	\$240	\$502	\$227	\$476

AD SIZE	WIDTH	HEIGHT
FULL PAGE	9.5"	9.5"
3/4 PAGE (HORIZONTAL)	9.5"	7"
3/4 PAGE (VERTICAL)	7"	9.5"
1/2 PAGE (HORIZONTAL)	9.5"	4.667"
1/2 PAGE (VERTICAL)	4.667"	9.5"
1/4 PAGE	4.667"	4.667"
1/4 PAGE (VERTICAL)	2.25"	9.5"





# FLORIDA CATTLEMAN & LIVESTOCK JOURNAL

**5,000+ Readers**Monthly Distribution

(12 issues per year)



Ads due 5th of preceding month

### **ADVERTISING RATES**

AD SIZE	ONE IS:	SUE (x1)	SIX ISS	UES (x6)	TWELVE IS	SSUES (x12)
FULL PAGE	\$840	\$1,209	\$798	\$1,149	\$756	\$1,088
2/3 PAGE	\$614	\$983	\$583	\$934	\$553	\$885
1/2 PAGE	\$471	\$717	\$447	\$681	\$424	\$645
1/3 PAGE	\$344	\$492	\$327	\$467	\$310	\$443

### **PAGE DIMENSIONS**

AD SIZE	WIDTH	HEIGHT
FULL PAGE (BLEED)	8.625"	11.125"
FULL PAGE	7"	10"
2/3 PAGE	4.625"	10"
1/2 PAGE (HORIZONTAL)	7"	4.875"
1/2 PAGE (VERTICAL)	4.625"	7.375"
1/3 PAGE (HORIZONTAL)	4.625"	4.875
1/3 PAGE (VERTICAL)	2.125"	10"





# **GEORGIA CATTLEMAN**

**5,500+ Readers**Monthly Distribution

(12 issues per year)

Ads due 5th of preceding month

### **ADVERTISING RATES**

AD SIZE	ONE IS:	SUE (x1)	SIX ISS	UES (x6)	TWELVE IS	SUES (x12)
FULL PAGE	\$738	\$1,108	\$701	\$1,053	\$664	\$997
2/3 PAGE	\$665	\$1,035	\$632	\$983	\$599	\$931
1/2 PAGE	\$592	\$960	\$563	\$912	\$533	\$864
1/3 PAGE	\$443	\$813	\$421	\$772	\$399	\$731

AD SIZE	WIDTH	HEIGHT
FULL PAGE (BLEED)	8.625"	11.125"
2/3 PAGE	4.75"	9.625"
1/2 PAGE (HORIZONTAL)	7.375"	4.75"
1/2 PAGE (VERTICAL)	4.75"	7.125"
1/3 PAGE (HORIZONTAL)	4.75"	4.75"
1/3 PAGE (VERTICAL)	2.3125"	9.625"





# **ILLINOIS BEEF**

# 2,000+ Readers Published 7 times per year.

(7 issues per year.)

JAN/FEB MAR/APR

MAY/JUN/JUL

AUG SEP OCT NOV/DEC

Ads due 15th of preceding month

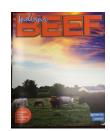
### **ADVERTISING RATES**

AD SIZE	ONE IS:	SUE (x1)	SIX ISS	UES (x6)	TWELVE IS	SUES (x12)
FULL PAGE	\$913	\$1,588	\$867	\$1,508	\$821	\$1,429
2/3 PAGE	\$713	\$1,388	\$677	\$1,318	\$641	\$1,249
1/2 PAGE	\$525	\$1,200	\$499	\$1,140	\$473	\$1,080
1/3 PAGE	\$400	\$1,075	\$380	\$1,021	\$360	\$968
1/4 PAGE	\$306	\$981	\$291	\$932	\$276	\$883

#### **PAGE DIMENSIONS**

AD SIZE	WIDTH	HEIGHT
FULL PAGE (BLEED)	8.25"	11"
FULL PAGE	8"	10.75"
2/3 PAGE	7"	6.5"
1/2 PAGE (HORIZONTAL)	7"	4.7"
1/2 PAGE (VERTICAL)	3.3"	9.75"
1/3 PAGE (VERTICAL)	7"	3.14"
1/4 PAGE	3.3"	4.7"





# **INDIANA BEEF**

5,000 Readers Published 5 times per year.

(Jan/Feb, Spring, Summer, Fall, Winter.)

JAN FEB MAR APR MAY JUN JUL AUG SEP OCT NOV DEC

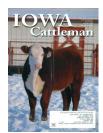
Ads due Jan 3, Mar 20, Jun 26, Aug 18, and Oct 23

## **ADVERTISING RATES**

AD SIZE	ONE ISSUE (x1)		FIVE ISS	SUES (x5)
FULL PAGE	\$669	\$1,069	\$636	\$1,016
2/3 PAGE	\$513	\$913	\$487	\$867
1/2 PAGE	\$481	\$781	\$457	\$742
1/3 PAGE	\$356	\$656	\$338	\$623

AD SIZE	WIDTH	HEIGHT
FULL PAGE (BLEED)	8.75"	11.75"
FULL PAGE	8.5"	11.25"
2/3 PAGE	5.5"	11.25"
1/2 PAGE (HORIZONTAL)	8"	5"
1/2 PAGE (VERTICAL)	3.75"	10.5"
1/3 PAGE (HORIZONTAL)	8.75"	3.625"
1/3 PAGE (VERTICAL)	3"	11.25"





# **IOWA CATTLEMAN**

# **10,000+ Readers**Monthly Distribution

(12 issues per year)



Ads due 5th of preceding month

### **ADVERTISING RATES**

AD SIZE	ONE IS:	SUE (x1)	THREE IS	SUES (x3)	SIX ISS	UES (x6)
FULL PAGE	\$1,088	\$1,738	\$1,033	\$1,651	\$979	\$1,564
2/3 PAGE	\$788	\$1,338	\$748	\$1,271	\$709	\$1,204
1/2 PAGE	\$606	\$1,288	\$576	\$1,223	\$546	\$1,159
1/3 PAGE	\$394	\$813	\$374	\$772	\$354	\$731
1/4 PAGE	\$300	\$581	\$285	\$552	\$270	\$523

#### **PAGE DIMENSIONS**

AD SIZE	WIDTH	HEIGHT
FULL PAGE (BLEED)	8.375"	11.25"
2/3 PAGE	4.5"	10"
1/3 PAGE	2.25"	10"
1/2 PAGE (HORIZONTAL)	7.5"	5"
1/2 PAGE (VERTICAL)	3.5"	10"
1/4 PAGE	3.5"	5"





# **KEYSTONE CATTLEMAN**

(A publication of the Pennsylvania Cattlemen's Association)

# 1,100+ Readers

Published four times per year.

(February, June, September, December)

JAN FEB MAR APR MAY JUN JUL AUG SEP OCT NOV
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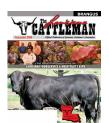
Ads due Jan 22, Apr 27, Jul 20, Oct 26

### **ADVERTISING RATES**

AD SIZE	ONE ISSUE (x1)		FOUR IS	SUES (x4)
FULL PAGE	\$438	\$500	\$394	\$450
1/2 PAGE	\$313	\$375	\$281	\$338
1/3 PAGE	\$156	\$188	\$141	\$169

AD SIZE	WIDTH	HEIGHT
FULL PAGE (BLEED)	8.75"	11.25"
FULL PAGE	8.5"	11"
1/2 PAGE	7.5"	4.75"
1/4 PAGE	3.625"	4.75





# THE LOUISIANA CATTLEMAN

# **5,500+ Readers**Monthly Distribution

(12 issues per year)



Ads due 1st of preceding month

#### **ADVERTISING RATES**

AD SIZE	ONE IS	SUE (x1)	THREE IS	SUES (x3)	SIX ISS	UES (x6)
FULL PAGE	\$625	\$1,140	\$594	\$1,083	\$562	\$1,026
2/3 PAGE	\$510	\$1,025	\$485	\$973	\$459	\$922
1/2 PAGE	\$415	\$930	\$394	\$883	\$373	\$837
1/3 PAGE	\$345	\$860	\$327	\$817	\$310	\$774

#### **PAGE DIMENSIONS**

AD SIZE	WIDTH	HEIGHT
FULL PAGE (BLEED)	8.75"	11.25"
FULL PAGE	7.5"	10"
2/3 PAGE	5.083"	10.25"
1/2 PAGE (HORIZONTAL)	7.5"	5"
1/2 PAGE (VERTICAL)	5.083"	7.5"
1/3 PAGE (HORIZONTAL)	7.5"	2.25"
1/3 PAGE (VERTICAL)	2.917"	11.25"



# **MICHIGAN CATTLEMAN**

**3,000+ Readers**Seasonal Distribution

(Spring, Summer, Fall, Winter)

JAN FEB	MAR APR	MAY JUN	JUL AUG	SEP	OCT NOV	DEC
				1 11	- 11	

Ads due 1st of preceding month

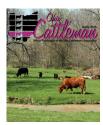
### **ADVERTISING RATES**

AD SIZE	ONE ISSUE (x1)		FOUR ISSUES (x4)	
FULL PAGE	N/A	\$888	N/A	\$799
1/2 PAGE	N/A	\$594	N/A	\$534
1/4 PAGE	N/A	\$375	N/A	\$338

AD SIZE	WIDTH	HEIGHT
FULL PAGE (BLEED)	9"	11.5"
FULL PAGE	7.5"	10"
1/2 PAGE (HORIZONTAL)	7.5"	4.875"
1/2 PAGE (VERTICAL)	3.625"	10"
1/4 PAGE (HORIZONTAL)	7.5"	2.3125"
1/4 PAGE (VERTICAL)	3.625"	4.875"







# **OHIO CATTLEMAN**

# **3,500+ Readers**Published six times per year.

(Winter, Expo, Spring, Summer, Early Fall, Late Fall) Advertising in The Ring is also available in July, call for pricing.



Ads due Feb 5, Apr 10, Jun 10, Aug 14, Sept 11, Nov 20

### **ADVERTISING RATES**

AD SIZE	ONE IS:	SUE (x1)	THREE IS	SUES (x3)	SIX ISS	UES (x6)
FULL PAGE	\$566	\$898	\$538	\$853	\$509	\$808
2/3 PAGE	\$424	\$756	\$403	\$718	\$383	\$680
1/2 PAGE	\$320	\$652	\$304	\$619	\$288	\$587
1/3 PAGE	\$215	\$547	\$204	\$520	\$194	\$492

#### **PAGE DIMENSIONS**

AD SIZE	WIDTH	HEIGHT
FULL PAGE (BLEED)	8.625"	11.125"
FULL PAGE	7.625"	10.125"
2/3 PAGE	5"	10.125"
1/2 PAGE (HORIZONTAL)	7.625"	5"
1/2 PAGE (VERTICAL)	3.6875"	10.125"
1/3 PAGE (SQUARE)	5"	5"
1/3 PAGE (HORIZONTAL)	7.625"	3"
1/3 PAGE (VERTICAL)	2.375"	10.125"



# **TENNESSEE CATTLE BUSINESS**

# **7,000+ Readers**Monthly Distribution

(12 issues per year)



Ads due 5th of preceding month

### **ADVERTISING RATES**

AD SIZE	ONE IS	SUE (x1)	SIX ISS	UES (x6)	TWELVE IS	SUES (x12)
FULL PAGE	\$713	\$1,199	\$678	\$1,139	\$642	\$1,079
2/3 PAGE	\$554	\$1,046	\$526	\$993	\$498	\$941
1/2 PAGE	\$431	\$923	\$409	\$876	\$387	\$830
1/3 PAGE	\$308	\$800	\$292	\$760	\$277	\$720

AD SIZE	WIDTH	HEIGHT
FULL PAGE (BLEED)	8.5"	11.25"
FULL PAGE	7.25"	10"
2/3 PAGE	4.625"	7.375"
1/2 PAGE (HORIZONTAL)	7.25"	4.875"
1/2 PAGE (VERTICAL)	5"	7"
1/3 PAGE (HORIZONTAL)	4.625"	4.875"
1/3 PAGE (VERTICAL)	2.125"	10"







# THE VIRGINIA CATTLEMAN

# **8,000+ Readers**Monthly Distribution

(12 issues per year)

JAN FEB MAR APR MAY JUN JUL AUG SEP OCT NOV DEC

Ads due 5th of preceding month

#### **ADVERTISING RATES**

AD SIZE	ONE ISSUE (x1)		SIX ISSUES (x6)		TWELVE ISSUES (x12)	
FULL PAGE	\$738	\$1,080	\$700	\$1,026	\$664	\$972
2/3 PAGE	\$462	\$822	\$438	\$780	\$416	\$740
1/2 PAGE	\$400	\$742	\$380	\$705	\$360	\$670
1/3 PAGE	\$260	\$537	\$247	\$510	\$234	\$483

#### **PAGE DIMENSIONS**

AD SIZE	WIDTH	HEIGHT	
FULL PAGE	9.5"	10"	
2/3 PAGE	9.5"	6.66"	
1/2 PAGE (HORIZONTAL)	9.5"	5"	
1/2 PAGE (VERTICAL)	4.75"	10"	
1/3 PAGE (VERTICAL)	6"	6.5"	
1/3 PAGE (HORIZONTAL)	9.5"	3.33"	



# THE WEST VIRGINIA CATTLEMAN

**1,000+ Readers**Bi-Monthly Distribution

(6 issues per year)

JAN FEB MAR APR MAY JUN JUL AUG SEP OCT NOV DEC

Ads due 5th of preceding month

#### **ADVERTISING RATES**

AD SIZE	ONE ISSUE (x1)		THREE ISSUES (x3)		SIX ISSUES (x6)	
FULL PAGE	\$308	\$369	\$293	\$351	\$277	\$332
1/2 PAGE	\$185	\$246	\$176	\$234	\$167	\$221
1/4PAGE	\$123	\$185	\$117	\$176	\$111	\$167

AD SIZE	WIDTH	HEIGHT	
FULL PAGE	7.75"	10.125"	
1/2 PAGE (HORIZONTAL)	7.5"	4.6875"	
1/2 PAGE (VERTICAL)	3.5"	9.5"	
1/4 PAGE (SQUARE)	3.5"	4.6875"	
1/4 PAGE (VERTICAL)	1.75"	10.125"	





# **Digital Advertising Opportunities**

	Banner Ads	Email Blasts	Facebook	Newsletter
Alabama	\$200 (234 x 60px)	\$500 (500 x 600px) (11,000+ views)	\$250 (24,162+ views)	
Arkansas	\$250 (300 x 170px)	\$375 (500 x 600px) (3,500+ views)		\$250 (3,500+ views)
Beefmaster		\$500 (500 x 600px) (5,000+ views)	\$250 (8,990+ views)	\$250 (5,000+ views)
Carolina				\$250 (3,500+ views)
Florida	\$200 (160 x 90px)	\$1,200 (500 x 600px) (3,500+ views)	\$250 (10,842+ views)	
Georgia	\$200 (300 x 170px)		\$250 (7,570+ views)	
Illinois		\$500 (500 x 600px) (700+ views)	\$250 (5,000+ views)	
Indiana	\$200 (300 x 300px)	\$250 (500 x 600px) (2,400+ views)	\$250 (3,177+ views)	\$250 (1,900+ views)
lowa	<b>\$200</b> (768 x 90px)		\$250 (9.781+ views)	\$250 (5,900+ views)
Kentucky	\$200 (250 x 85px)	\$250 (500 x 600px) (4,500+ views)	\$250 (13,880+ views)	\$250 (3,800+ views)
Louisiana	<b>\$200</b> (225 x 213px)	\$500 (500 x 600px) (1,500+ views)	\$250 (2,640+ views)	
Mississippi			\$250 (4,050+ views)	\$250 (2,100+ views)
Ohio	\$200 (225 x 145px)			\$250 (2,000+ views)
Tennessee	\$200 (234 x 60px)		\$250 (8,919+ views)	\$300 (4,000+ views)
Virginia		\$250 (850+ views)	\$250 (2,634+ views)	

Collectively, the states represent over 214,000 Facebook "Likes" and an email blast circulation of over 21,000.



#### Send all contracts and orders to:

## **Livestock Advertising Network**

176 Pasadena Drive Lexington, KY 40503 www.livestockadvertisingnetwork.org

## Carey Brown, Manager & Sales

Phone: 859-278-0899 Fax: 859-260-2060 cbrown@livestockadvertisingnetwork.org

## **Kelly Tucker, Accounting**

Phone: 859-278-0899 Fax: 859-260-2060 ktucker@livestockadvertisingnetwork.org

## **Debby Nichols, Sales**

Office: 859-903-1010 Cell: 859-321-8770 debby@livestockadvertisingnetwork.org

## Mackenzie Miller, Sales

Phone: 859-278-0899
Fax: 859-260-2060
mmiller@livestockadvertisingnetwork.org

## **Cathy Campbell, Sales**

609-865-9200 ccampbell@livestockadvertising network.org

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