**AD SPECIFICATIONS**

**Digital print-ready ads**
- Print-ready means that the ad is complete and needs no alteration.
- Print-ready ads should be submitted in electronic format as press-optimized, high-resolution PDFs with all fonts and graphics embedded.
- We also accept native files in InDesign, Photoshop or Illustrator with all linked graphics and fonts.
- We DO NOT accept Word, PowerPoint, Excel or Publisher files or documents, or any other format not specifically listed as print-ready ads. Material sent in these formats will be considered for ads we design.

**Materials for ads we design**

We accept ad materials in the following formats:
- Ad copy faxed or mailed to us or emailed to us as a Word or text file.
- Photographs emailed to us in high resolution digital form or mailed to us for scanning.
- Graphics (logos) emailed to us in high resolution digital form or mailed to us for scanning.
- Materials not acceptable: Tear sheets from magazines or photos cut from tear sheets; any graphic placed in Word; low-resolution photographs; low-quality graphics; images taken from websites; Microsoft Publisher files.

**Color**

We use CMYK process color throughout the magazine. PMS colors are available for an additional charge. Color in NC Insider and on our website is RGB.

**Photographs**

If using a digital camera, shoot at the highest quality mode (1200 x 800 minimum). Do NOT reduce file size when emailing a photo, as it reduces the quality.

**Electronic transfer guidelines**

We accept material via email, Dropbox, direct link or placed on our FTP site. Call for FTP instructions.

**Mechanical specs | page size**

- Trim page size: 8.125” x 10.75”
- Bleed: 0.25” by 0.5”
- Column inch: 2.32” x 2”
- Cover page online: 600 x 300 pixels

**Color**

Nebraska is the Beef State
- A top U.S. cattle-on-feed state
- #1 for U.S. red meat production
- 1.94 million beef cows
- 1.94 million beef cows
- 65% of the in-state finished fed cattle
- 2.75 million head on feed

**Digital Benefits**

- Fully digital editions, including mobile, of our Nebraska Cattleman magazine online at www.nebraskacattlemen.org.
- Live links to your website address and email address in our digital magazine.
- Leverage both print and digital advertising; the digital version is emailed to members before the printed version is available. In addition to being posted on the NC website optimized for mobile devices, it also reaches readers via NC’s social media.
- We make your ad fully mobile and social.

**2020 Updated Member Media Guide & Rate Card**

If your target market is cattle ranchers, feeders and famers, **Nebraska Cattleman** is a unique vehicle to help promote and sell your products to them. We offer value for your promotion investment – with a **great circulation and competitive rates** packaged with original, insightful content.

**Nebraska Cattleman reaches:**
- 15,150 cattle producers across Nebraska and surrounding states (55% of them also have crop enterprises)
- 80% of Nebraska beef cow operations
- 65% of the in-state finished fed cattle

**IN-STATE & REGIONAL ADVERTISING**

Amber Coleman / acoleman@necattlemen.org
Phone: 402.340.1588

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Nebraska Cattlemen is the official publication of the Nebraska Cattlemen association. Readers are seedstock and commercial ranchers and feeders who are association members and non-members — and more than half also produce crops.

Nebraska Cattlemen reaches more than 15,150 cattle and crop producers in the Beef State for an annual readership of 151,500. It is published 10 times a year and delivered the first of the month to readers in Nebraska and surrounding states.

### PURCHASING POWER FOR CATTLE & CROPS

- **85%** are cow-calf producers
- **28%** are feedlot operators
- **19.5%** are farmer-stockman operators
- **18.5%** are seedstock producers

- **41%** own more than 150 cows
- **16%** own 300–700 cows
- **8%** own more than 700 cows
- **29%** operate feedlots with 3,000–30,000 head

- **55%** produce crops
- **66%** own or rent 100–1,000 acres of hay ground
- **44%** own 2,000–40,000 acres

- **84%** maintain 11–50 miles of fence
- **14%** maintain 51–100 miles of fence
- **9%** maintain 100+ miles of fence

- **53%** gain more than half their income from cattle enterprises
- **72%** of readers replace 1–15 herd bulls yearly
- **82%** produce hay
- **98.6%** own/ utilize a pickup
- **60%** own horses
- **77%** own ATVs
- **94%** buy a variety of insurance coversages
- **88%** own livestock handling equipment
- **41%** own irrigation equipment
- **84%** use minerals and supplements
- **79%** use herbicides on pastures
- **55%** use fertilizer
- **37%** use A.I. or embryo transfer
- **28%** use grass seed

### 2020 EDITORIAL CALENDAR

<table>
<thead>
<tr>
<th>Month</th>
<th>Theme</th>
<th>Articles</th>
</tr>
</thead>
<tbody>
<tr>
<td>January</td>
<td>Focus on Seedstock</td>
<td>NC Seedstock Directory - Bull health maintenance - Genetic evaluation - Bull selection Strategies for seedstock producers - Stock Show previews</td>
</tr>
<tr>
<td>February</td>
<td>Focus on Cow-Calf</td>
<td>Pre-conception considerations - Cow-calf health Pre-breeding nutrition - NC Convention coverage</td>
</tr>
<tr>
<td>March</td>
<td>Focus on Planting, Pastures &amp; Parasites</td>
<td>Pasture management - Conservation - Water quality - feed Parasite control - Planting/land/property - Cover Crops</td>
</tr>
<tr>
<td>April/May</td>
<td>Focus on Breeding &amp; Genetics</td>
<td>Cow breeding condition - Breeding plans - AI considerations Reproductive management - Haying equipment - Water management</td>
</tr>
<tr>
<td>June/July</td>
<td>Focus on Consumer</td>
<td>Millennials and beef - Environmental issues - Producer outlook and attitudes - Antibiotic use - Beef demand - Consumer issues</td>
</tr>
<tr>
<td>August</td>
<td>Focus on Feedlots</td>
<td>NC Feedlot Directory - Feedlot resources - Risk management - Biosecurity - Heat stress NC Midyear coverage - State Fair preview - Hay Pricing - Pasture Rent</td>
</tr>
<tr>
<td>September</td>
<td>Focus on Marketing</td>
<td>Full market outlook - Value-added marketing - Marketing options for cow-calf operators - Marketing plans and strategies</td>
</tr>
<tr>
<td>October</td>
<td>Focus on Animal Health</td>
<td>NC Allied Industries Council Listing - Winter nutrition - New and emerging practices - Weaning practices Managing replacement heifers</td>
</tr>
<tr>
<td>November</td>
<td>Focus on Issues and Policies</td>
<td>NC Annual Convention - National legislative forecast - Industry trends - Sustainability International beef issues and markets - Environmental regulations</td>
</tr>
<tr>
<td>December</td>
<td>December 2021 Outlook</td>
<td>Market outlook - Long-term industry forecast Weather outlook - State of Beef coverage</td>
</tr>
</tbody>
</table>

### MARKET ADVANTAGES TO NEBRASKA CATTLEMAN

- 10x frequency rates are your best value at 22% off 1x rates.
- Economical advertising cost as low as $73/1,000 readers.
- Bonus exposure through expanded distribution at cattle-related events across the state and throughout the year.
- Unique editorial 100% related to beef production requested by readers in our reader survey.

### NC INSIDER E-NEWSLETTER & WEB ADVERTISING

NC Insider is an electronic newsletter exclusive to more than 2,300 Nebraska Cattlemen members, sent via email every other Friday afternoon. Each NC Insider has a calendar section, market report, news items relative to current cattle events and updates on staff activities. The NC Insider is exclusive to two top banner ads.

Banner advertising is also available on the Nebraska Cattlemen website: www.nebraskacattlemen.org. Space available for multiple banner ads per page. All ads include a link to a website, pdf or email.

Reach online readers with an ad front and center on the Cover page or with a banner ad, which displays on the top of all pages of the online magazine.

Space reservations for NC Insider and the NC website and online magazine are on a first-come, first-served basis. For more information, contact Amber Coleman at 402.340.1588.

### PUBLICATION E-MEDIA RATES

<table>
<thead>
<tr>
<th>Issue</th>
<th>Space Reserve</th>
<th>Materials Due</th>
<th>Approximate Delivery Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>NC Insider e-newsletter</td>
<td>$300 (1 month)</td>
<td>$250 (1 issue)</td>
<td>Jan. 1</td>
</tr>
<tr>
<td>Web Site banner</td>
<td>$200 (1 month)</td>
<td>$200 (1 issue)</td>
<td>Feb. 1</td>
</tr>
<tr>
<td>Online magazine banner</td>
<td>$200 (1 issue)</td>
<td>$200 (1 issue)</td>
<td>March 1</td>
</tr>
<tr>
<td>Online magazine cover page</td>
<td>$200 (1 issue)</td>
<td>$200 (1 issue)</td>
<td>April 1</td>
</tr>
<tr>
<td>Magazine e-blast</td>
<td>$250 (1 issue)</td>
<td>$250 (1 issue)</td>
<td>May 1</td>
</tr>
</tbody>
</table>

### IN-STATE & REGIONAL ADVERTISING

Amber Coleman  
acoleman@necattlemen.org | cell: 402.340.1588

### NATIONAL ADVERTISING

The Powell Group / Wendy McFarland  
wendy.mcfarland@powellgroup.biz  

### TERMS/CANCELLATIONS

Ad space reserved but not filled will be billed at full rate. Cancellations after closing date will be billed at full rate. Finance charges of 1.5% may be added to balances more than 30 days past due. New ads will not be accepted from delinquent advertisers.

Want to reach cattle-producer readers who purchase a wide range of inputs to keep their operations thriving?

Contact our friendly, professional sales reps for rates!