

# The Cattle Connection

## *Media Kit* *Print & Digital*

*Updated 10.20.2020*

### **REPRESENTED BY THE POWELL GROUP**

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## Introduction

The Cattle Connection is a publications network comprised of the nation's leading cattle magazines. The vast majority of the publications in the network are state cattle association magazines, with each being individually edited and published as the official communication piece between the association and their respective membership. Rounding out the titles in the network are several strategically circulated regional magazines that have non state cattle association affiliation, yet have tremendous readership following among cattle farmers. The combined Cattle Connection circulation, exceeding 132,000 unduplicated readers, provides an ideal audience to promote your brand, product, and services!

The Cattle Connection gives you the flexibility to make a "national" buy or target specific states based on your product and its targeted audience. No other medium offers you this readership reach with such flexibility and convenience.

The Powell Group looks forward to working with you in reaching your customers through The Cattle Connection!

# Magazines & Circulation

Magazine	Circulation
American Beef Producer (MN & WI) ** formerly Midwest Beef	20,000
California Cattleman	6,000
Cattle South (GA)	7,000
Cattle Today (All Southeastern States)	10,000
Colorado Cattle Guard	2,500
Idaho Cattleman	1,100
Iowa Cattleman	10,000
Livestock Weekly (TX)	15,000
Midwest Beef (MN & WI)	10,000
Midwest Cattleman (MO & KS)	20,000
Nebraska Cattleman	15,400
Oklahoma Cowman	5,410
Oregon Cattleman	2,450
South Dakota Stockgrowers	4,000
Washington Ketch Pen	2,450
Wyoming Cow Country	1,200
<b>Total Circulation:</b>	<b>132,510</b>



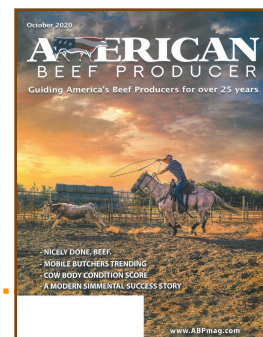
# Publication Schedule

PUBLICATION	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
American Beef Producer (formerly Mid-west Beef)												
California												
Cattle South												
Cattle Today	2	2	2	2	1	1	1	2	2	2	2	1
Colorado												
Idaho												
Iowa												
Livestock Weekly	*	*	*	*	*	*	*	*	*	*	*	*
Midwest Cattlemen		2		2				2		2		
Nebraska												
Oklahoma												
Oregon												
South Dakota												
Washington												
Wyoming												

# American Beef Producer (MN & WI)

**\*formally Midwest Beef**

**20,000+ Circulation**



## Publishing Schedule

Jan	Feb	March	April	May/June		Aug	Sept	Oct	Nov	Dec
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## Advertising Rates

MIDWEST BEEF						
	ONE ISSUE		THREE ISSUES		SIX ISSUES	
Ad Size	4-Color	B & W	4-Color	B & W	4-Color	B & W
Full Page	\$1,000	\$835	\$970	\$810	\$950	\$793
2/3 Page	\$910	\$682	\$883	\$662	\$865	\$648
1/2 Page	\$715	\$550	\$694	\$534	\$679	\$523
1/3 Page	\$650	\$480	\$631	\$466	\$618	\$456

## Page Dimensions

Full Page	2/3 Page	1/2 Page	1/3 Page
7.25 x 10	4.75 x 10	7.25 x 4.875 or 3.5 x 10 or 4.75 x 7.375	4.75 x 4.875 or 2.32 x 10

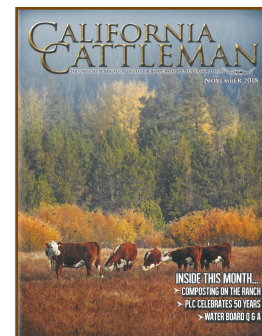
Live Area: 7.25" x 10"; Bleed: 8.75 x 11.25"; Trim: 8.375" x 10.875"

## American Beef Producer - Digital

Facebook:	44 followers
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# California Cattleman

6,000+ Circulation



## Publishing Schedule

Jan	Feb	March	April	May	June	July	Aug	Sept	Oct	Nov	Dec
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## Advertising Rates

CALIFORNIA CATTLEMAN						
	ONE ISSUE		THREE ISSUES		SIX ISSUES	
Ad Size	4-Color	B & W	4-Color	B & W	4-Color	B & W
Full Page	\$1,563	\$1,031	\$1,516	\$1,000	\$1,485	\$979
2/3 Page	\$1,356	\$900	\$1,315	\$873	\$1,288	\$855
1/2 Page	\$1,094	\$594	\$1,061	\$576	\$1,039	\$564
1/3 Page	\$938	\$440	\$910	\$427	\$891	\$418

## Page Dimensions

Full Page	2/3 Page	1/2 Page	1/3 Page
8.25 X 10.75 plus .125" for bleed	4.75 X 10"	7.5 X 4.75 w no bleed (Vert or Horiz) or 8 X 5.35 plus .125 for full bleed (Horizontal only)	4.75 X 4.75 (Square) or 2.375 X 10" (Vertical)

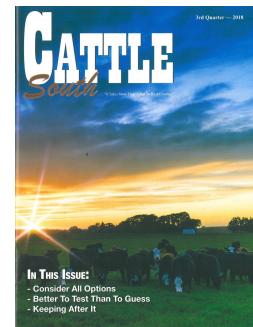
Live Area: 7.25 x 9.75; Bleed: .125"; Trim: 8.25 x 10.75

## California Cattleman - Digital

<b>Facebook:</b>	8,080 followers
<b>Website:</b>	
Website Est. Monthly Impressions:	10,000
Website Banner Placement:	N/A
Static and/or Flash Accepted?	N/A
<b>E-Blast:</b>	
Name of E-newsletter	CCA Legislative Bulletin
Topic / Focus / Audience	Producer Education / Legislative News
# of Subscribers on Distribution list	2,500
Issuance (day of week)	Friday
Position	
File Size	
<b>Additional Notes:</b> We generally do not have advertisements in the legislative bulletin but do send out e-blast ads (full page jpg) to that list.	
<b>Hot Irons Newsletter Advertising Rates</b>	
1/2 Page	\$688

# Cattle South

7,000+ Circulation



## Publishing Schedule

		March			June			Sept			Dec
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## Advertising Rates

CATTLE SOUTH						
	ONE ISSUE		THREE ISSUES		SIX ISSUES	
Ad Size	4-Color	B & W	4-Color	B & W	4-Color	B & W
Full Page	\$875	\$625	\$849	\$606	\$831	\$594
2/3 Page	\$625	\$531	\$606	\$515	\$594	\$504
1/2 Page	\$500	\$470	\$485	\$456	\$475	\$447
1/3 Page	\$375	\$340	\$364	\$330	\$356	\$323

## Page Dimensions

Full Page	2/3 Page	1/2 Page	1/3 Page
7 5/16 X 9 5/8	4 13/16 X 9 5/8	7 5/16 X 4 3/4	4 13/16 X 4 3/4 (square) or 2 5/16 X 9 5/8 (vertical)

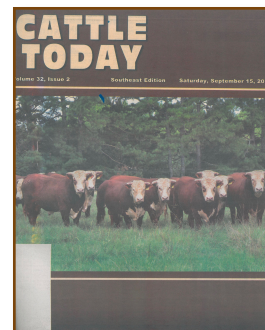
## Cattle South - Digital

Unavailable at this time.



# Cattle Today

10,000+ Circulation



## Publishing Schedule (Month/# of issues)

Jan	Feb	March	April	May	June	July	Aug	Sept	Oct	Nov	Dec
2	2	2	2	1	1	1	2	2	2	2	1

## Advertising Rates

CATTLE TODAY						
	ONE ISSUE		THREE ISSUES		SIX ISSUES	
Ad Size	4-Color	B & W	4-Color	B & W	4-Color	B & W
Full Page	\$1,875	\$1,375	\$1,819	\$1,334	\$1,781	\$1,306
2/3 Page	\$1,440	\$940	\$1,397	\$912	\$1,368	\$893
1/2 Page	\$1,295	\$795	\$1,256	\$771	\$1,230	\$755
1/3 Page	\$900	\$400	\$873	\$388	\$855	\$380

## Page Dimensions

## Cattle Today - Digital

Facebook:	226 followers
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# Colorado Cattle Guard

2,500+ Circulation



## Publishing Schedule

		March			June			Sept			Dec
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## Advertising Rates

COLORADO CATTLE GUARD						
	ONE ISSUE		THREE ISSUES		SIX ISSUES	
Ad Size	4-Color	B & W	4-Color	B & W	4-Color	B & W
Full Page	\$1,500	\$750	\$1,455	\$728	\$1,425	\$713
2/3 Page	\$1,375	\$625	\$1,334	\$606	\$1,306	\$594
1/2 Page	\$1,250	\$500	\$1,213	\$485	\$1,188	\$475
1/3 Page	\$1,125	\$375	\$1,091	\$364	\$1,069	\$356

## Page Dimensions

Full Page	2/3 Page	1/2 Page	1/3 Page
7.5 X 10 (8 3/4 X 11 1/4 w Bleed)	4.9 X 10	7.5 X 4.875	4.875 X 4.875 (square) or 2.25 X 10 (vertical)

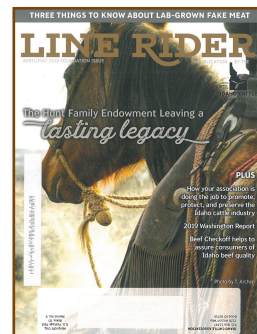
Live Area: 7.5" x 10"; Bleed: 8.9" x 11.4"; Trim: 8.5" x 11"

## Colorado Cattle Guard - Digital

<b>Facebook:</b>	3,094 followers
<b>Website:</b>	
Website Est. Monthly Impressions:	
Website Banner Placement:	
Static and/or Flash Accepted?	
<b>E-Blast:</b>	\$90 per week or \$60 per week for two or more weeks.
Name of E-newsletter	Bulletin
Topic / Focus / Audience	Containing pertinent information about the association and the industry
# of Subscribers on Distribution list	1,500
Issuance (day of week)	Weekly - Every Thursday
Position	
File Size	7.75" by 2" (or 740 px by 190 px)
<b>Additional Notes:</b>	
The beef industry is the largest segment of Colorado agriculture, and the second largest industry in the state.	
CCA represents 63% of the beef cattle in the state.	
CCA represents 75% of the public land grazers in Colorado.	
Colorado ranks 4th in fed cattle marketed and 10th in cattle numbers nationwide.	

# Idaho Line Rider

1,100+ Circulation



## Publishing Schedule

Jan	Feb	March	April		June	July		Sept	Oct	Nov	Dec
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## Advertising Rates

IDAHO CATTLEMAN						
	ONE ISSUE		THREE ISSUES		SIX ISSUES	
Ad Size	4-Color	B & W	4-Color	B & W	4-Color	B & W
Full Page	\$1,187	\$625	\$1,151	\$606	\$1,128	\$594
2/3 Page	\$1,050	\$532	\$1,019	\$516	\$998	\$505
1/2 Page	\$975	\$400	\$946	\$388	\$926	\$380
1/3 Page	\$925	\$350	\$897	\$340	\$879	\$333

## Page Dimensions

Full Page	2/3 Page	1/2 Page	1/3 Page
7.5 x 10	4.9 X 10 or 7.5 x 7.5	3.75 X 9.93 or 7.5 X 4.875	4.93 X 4.93

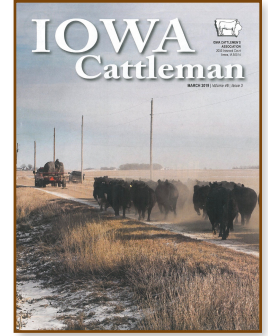
Live Area: 7.25" x 10.25"; Bleed: add 1/8"; Trim: 8.5" x 11.25"

## Idaho Cattleman - Digital

Unavailable at this time..

# Iowa Cattleman

10,000+ Circulation



## Publishing Schedule

Jan	Feb	March	April	May	June	July	Aug	Sept	Oct	Nov	Dec
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## Advertising Rates

IOWA CATTLEMAN						
	ONE ISSUE		THREE ISSUES		SIX ISSUES	
Ad Size	4-Color	B & W	4-Color	B & W	4-Color	B & W
Full Page	\$1,738	\$1,088	\$1,686	\$1,055	\$1,651	\$1,034
2/3 Page	\$1,338	\$788	\$1,298	\$764	\$1,271	\$749
1/2 Page	\$1,288	\$610	\$1,249	\$592	\$1,224	\$580
1/3 Page	\$812	\$450	\$788	\$437	\$771	\$428

## Page Dimensions

Full Page	2/3 Page	1/2 Page	1/3 Page
8 3/8 X 11 1/4 w bleeds	4 1/2 X 10	7 1/2 X 5 or 3 1/5 X 10	2 1/4 X 10

Live Area: 7.75" x 10.25"; Bleed: add 1/8"; Trim: 8 1/4" x 10 7/8"



## Iowa Cattleman - Digital

<b>Facebook:</b>	10,112 followers
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## Iowa Cattleman has four digital assets available for advertisers.

Asset	Description	Frequency	Circulation
<b>Iowa Cattleman Digimag</b>	is published 12 times a year in addition to our printed issues. Back issues are also available at <a href="http://www.iacattlemen.org">www.iacattlemen.org</a>	Monthly	5,900 page views/month
<b>PenCheck</b>	a bi-weekly e-newsletter for members of the Iowa Cattlemen's Association	Twice per Month	5,100
<b>Beyond the Bunk</b>	a monthly e-newsletter for ICA members in the feedlot business.	Monthly	1,200
<b>Cow-Calf Chronicle</b>	is a monthly e-newsletter for ICA members in the seedstock business.	Monthly	2,370

## DigiMag Advertising Information

Ad Size	Specs	Rate (net)
Horizontal Margin Ad	728x90	\$100/mo.
Vertical Margin Ad	120x600	\$100/mo.
Wide Vertical Margin Ad	160x600	\$100/mo.

File formats supported for the *Iowa Cattleman* digimag are PNG, GIF, JPG or SWF animation. File sizes must be 40k or less. Color requirements are 256 colors or less and a resolution of 72 dpi. Ad position can be at the top or bottom of the page for horizontal margin ads or the right or left for vertical margin ads. Note: margin ads only support one URL link.

## E-newsletter Advertising Information

Ad Size	Specs	Rate (net)
Full Banner	486x60	\$50/1,000 mails
Square Banner	250x250	\$50/1,000 mails

File formats supported for e-newsletter are PNG or JPG. File sizes must be 1 mb or less. Color requirement is RGB and a resolution of 72 ppi. Ad position can be placed mid-page or at the bottom. Note; ads only support one URL link, link must be provided.

When placing ad in *PenCheck*, you can choose to run in one or both emails per month. Must specify when placing ad.

## Website Advertising Information (all rates are net)

Size	Bi-weekly	Monthly	Bi-weekly	Monthly
Banner	\$125	\$200	\$175	\$250

This ad position appears only at the bottom of main pages on the Iowa Cattlemen's Association website at [www.iacattlemen.org](http://www.iacattlemen.org). Banner ads are 768x90 pixels. File formats supported are: PNG, GIF or JPG. File sizes must be 300k or less. Ads will rotate with a limited number of other advertisers. Multiple banners can be purchased to increase your exposure. For available packages or print + web discounts, call The Powell Group.

# Livestock Weekly (Texas)

15,000+ Circulation



## Publishing Schedule

Jan	Feb	March	April	May	June	July	Aug	Sept	Oct	Nov	Dec
Weekly	Weekly	Weekly	Weekly	Weekly	Weekly	Weekly	Weekly	Weekly	Weekly	Weekly	Weekly

## Advertising Rates

LIVESTOCK WEEKLY						
	ONE ISSUE		THREE ISSUES		SIX ISSUES	
Ad Size	4-Color	B & W	4-Color	B & W	4-Color	B & W
Full Page	\$2,345	\$1,920	\$2,275	\$1,862	\$2,228	\$1,824
2/3 Page	\$1,865	\$1,440	\$1,809	\$1,397	\$1,772	\$1,368
1/2 Page	\$1,385	\$960	\$1,343	\$931	\$1,316	\$912
1/3 Page	\$1,065	\$640	\$1,033	\$621	\$1,012	\$608

## Page Dimensions

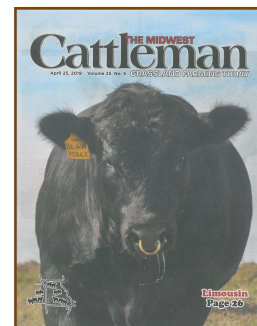
Full Page	2/3 Page	1/2 Page	1/3 Page
10.25 x 16	10.25 x 10.5	10.25 x 8, 6 7/8 x 12, or 5 1/8 x 16	

## Livestock Weekly - Digital

Facebook:	12,496 followers
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# Midwest Cattleman (MO & KS)

20,000+ Circulation



## Publishing Schedule; Month/# of issues

	Feb 2	March 1	April 2				Aug 2	Sept 1	Oct 2		
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## Advertising Rates

MIDWEST CATTLEMAN						
	ONE ISSUE		THREE ISSUES		SIX ISSUES	
Ad Size	4-Color	B & W	4-Color	B & W	4-Color	B & W
Full Page	\$900	\$775	\$873	\$752	\$855	\$736
2/3 Page	\$640	\$575	\$621	\$558	\$608	\$546
1/2 Page	\$550	\$490	\$534	\$475	\$523	\$466
1/3 Page	\$450	\$375	\$437	\$364	\$428	\$356

## Page Dimensions

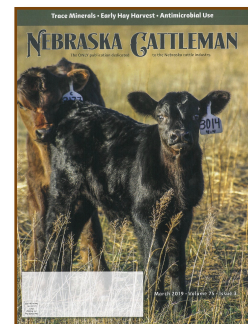
Full Page	2/3 Page	1/2 Page	1/3 Page
9.5 x 12.5	7 x 9.667	9.5 x 6.25 or 4.667 x 12.5	5x5 or 2.3889 x 12.5

## Midwest Cattleman - Digital

Facebook:	355 followers
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# Nebraska Cattleman

15,400+ Circulation



## Publishing Schedule

Jan	Feb	March	April		June		Aug	Sept	Oct	Nov	Dec
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## Advertising Rates:

NEBRASKA CATTLEMAN						
	ONE ISSUE		THREE ISSUES		SIX ISSUES	
Ad Size	4-Color	B & W	4-Color	B & W	4-Color	B & W
Full Page	\$2,195	\$1,502	\$2,129	\$1,457	\$2,085	\$1,427
2/3 Page	\$1,848	\$1,155	\$1,793	\$1,120	\$1,756	\$1,097
1/2 Page	\$1,617	\$924	\$1,568	\$896	\$1,536	\$878
1/3 Page	\$1,386	\$693	\$1,344	\$672	\$1,317	\$658

## Page Dimensions

Full Page	2/3 Page	1/2 Page	1/3 Page
7.25 x 9.856"	4.75 x 9.856"	H-7.25 x 4.875, V-3.578 x 9.856"	R-4.75 x 4.875, H-7.25 x 3.375"

Live Area: 7.25 x 9.856"; Bleed: 8.375 x 11."; Trim: 8.125" x 10.75"

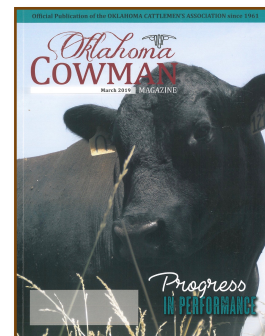


## Nebraska Cattleman Digital

<b>Facebook:</b>	6,906
<b>Website:</b>	
Website Est. Monthly Impressions:	4,461
Website Banner Placement:	Near Top of Page
Static and/or Flash Accepted?	Static & Some Flash
Additional website notes:	
To advertise on the Nebraska Cattlemen website, you will need to provide a web-ready ad or copy for ad creation.	
Rotated Ads are rotated on a two ad basis (only 2 ads rotating in that spot)	
Ads rotate like a slideshow	
All ads include a link to a website, pdf or e-mail	
Ads need to be in gif or jpeg formats and cannot be larger than 30k	
The banner ads are static.	
72 dpi; RGB; jpg or gif; file size no larger than 30k	
Please provide the following:	
A "Banner" ad to run near the top of the home page (460 x 60 pixels)	
<b>E-Blast:</b>	1 month \$360; 3 months \$720
Name of E-newsletter	NC Insider
Topic / Focus / Audience	News, Events, Policy & Regulatory Updates of interest to NC Members
# of Subscribers on Distribution	2,490
Issuance (day of week)	Every other Friday
Position	Top of pg 1 under Newsletter's Title
File Size	540 X 90 px, 72 dpi, jpg

# Oklahoma Cattleman

5,410+ Circulation



## Publishing Schedule

Jan	Feb	March	April	May	June	July	Aug	Sept	Oct	Nov	Dec
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## Advertising Rates

OKLAHOMA CATTLEMAN						
	ONE ISSUE		THREE ISSUES		SIX ISSUES	
Ad Size	4-Color	B & W	4-Color	B & W	4-Color	B & W
Full Page	\$1,125	\$720	\$1,091	\$698	\$1,069	\$684
2/3 Page	\$1,010	\$610	\$980	\$592	\$960	\$580
1/2 Page	\$900	\$500	\$873	\$485	\$855	\$475
1/3 Page	\$785	\$390	\$761	\$378	\$746	\$371

## Page Dimensions

Full Page	2/3 Page	1/2 Page	1/3 Page
7.5 x10	5 x10	7.5 x 5 or 5 x 7.5	5 x 5 or 2.3889 x 10

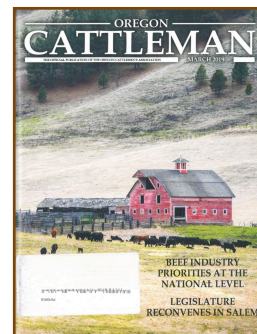
Live Area: 7.5 x 10.”; Bleed: 8.75 x 11.25”; Trim: 8.5” x 11.”

## Oklahoma Cattleman - Digital

<b>Website:</b>	
Website Est. Monthly Impressions:	
Website Banner Placement:	Top right hand corner under the search box.
Static and/or Flash Accepted?	Static Banner - Maximum of 6 banner ads at one time that rotate every 8 seconds.
<b>E-Blast:</b>	
Name of E-newsletter	The Trusted Voice
Topic / Focus / Audience	
# of Subscribers on Distribution list	
Issuance (day of week)	Issued every Monday & guarantee 3X per month.
Position	
File Size	JPG 72 dpi

# Oregon Cattleman

2,450+ Circulation



## Publishing Schedule

Jan	Feb	March	April		June	July		Sept	Oct	Nov	Dec
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## Advertising Rates

OREGON CATTLEMAN						
	ONE ISSUE		THREE ISSUES		SIX ISSUES	
Ad Size	4-Color	B & W	4-Color	B & W	4-Color	B & W
Full Page	\$995	\$638	\$965	\$619	\$945	\$606
2/3 Page	\$812	\$451	\$788	\$437	\$771	\$428
1/2 Page	\$720	\$355	\$698	\$344	\$684	\$337
1/3 Page	\$615	\$245	\$597	\$238	\$584	\$233

## Page Dimensions

Full Page	2/3 Page	1/2 Page	1/3 Page
8.25 X 10.75	4.75 X 9.75	4.75 X 7 or 7.5 X 4.75	4.75 X 4.75 or 2.75 x 10

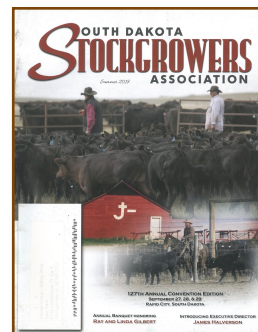
Live Area: 7.375 x 9.625"; Bleed: Add 1/4"; Trim: 8.375" x 10.625"

## Oregon Cattleman- Digital

Facebook:	9,091 followers
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# South Dakota Stockgrowers

4,000+ Circulation



## Publishing Schedule

		March			June			Sept			Dec
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## Advertising Rates

SOUTH DAKOTA STOCKGROWERS						
	ONE ISSUE		THREE ISSUES		SIX ISSUES	
Ad Size	4-Color	B & W	4-Color	B & W	4-Color	B & W
Full Page	\$1,063	\$620	\$1,031	\$601	\$1,010	\$589
2/3 Page	\$825	\$520	\$800	\$504	\$784	\$494
1/2 Page	\$650	\$415	\$631	\$403	\$618	\$394
1/3 Page	\$550	\$315	\$534	\$306	\$523	\$299

## Page Dimensions

Full Page	2/3 Page	1/2 Page	1/3 Page
7.25 X 10	7.25 X 6.25	7.25 X 5 or 3.5 X 10	7 1/2"(w) x 3 1/4"(d)

Live Area: 7.75 x 10.0"; Bleed: Add 1/4" all the way around; Trim: 8.5" x 11"

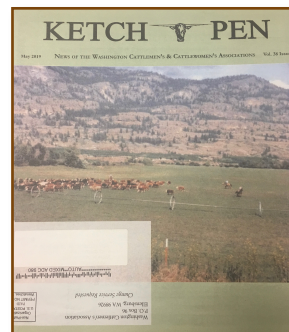


## South Dakota Stockgrowers - Digital

<b>Facebook:</b>	3,379 followers
<b>Website:</b>	\$180 Per Month
Website Est. Monthly Impressions:	
Website Banner Placement:	
Static and/or Flash Accepted?	
<b>E-Blast:</b>	\$190 Per Month
Name of E-newsletter	
Topic / Focus / Audience	
# of Subscribers on Distribution list	
Issuance (day of week)	
Position	
File Size	

# Washington Ketch Pen

2,450+ Circulation



## Publishing Schedule

Jan	Feb	March	April	May	June	July	Aug	Sept	Oct	Nov	Dec
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## Advertising Rates

WASHINGTON KETCH PEN						
	ONE ISSUE		THREE ISSUES		SIX ISSUES	
Ad Size	4-Color	B & W	4-Color	B & W	4-Color	B & W
Full Page	\$1,094	\$750	\$1,061	\$728	\$1,039	\$713
2/3 Page	\$845	\$500	\$820	\$485	\$803	\$475
1/2 Page	\$745	\$400	\$723	\$388	\$708	\$380
1/3 Page	\$650	\$315	\$631	\$306	\$618	\$299

## Page Dimensions

Full Page	2/3 Page	1/2 Page	1/3 Page
9.12 X 10	9.12 X 7.81	9.12 X 5	4.5 X 5

Live Area: 9.12 x 10.0"; Bleed: Add 1/8"; Trim: 10" x 11"

## Washington Ketch Pen - Digital

Facebook:	4,358 followers
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# Wyoming Cow Country

1,200+ Circulation



## Publishing Schedule

Jan			April			July			Oct		
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## Advertising Rates

WYOMING COW COUNTRY NEWS						
	ONE ISSUE		THREE ISSUES		SIX ISSUES	
Ad Size	4-Color	B & W	4-Color	B & W	4-Color	B & W
Full Page	\$1,050	\$675	\$1,019	\$655	\$998	\$641
2/3 Page	\$900	\$525	\$873	\$509	\$855	\$499
1/2 Page	\$785	\$415	\$761	\$403	\$746	\$394
1/3 Page	\$660	\$300	\$640	\$291	\$627	\$285

## Page Dimensions

Full Page	2/3 Page	1/2 Page	1/3 Page
7.5 X 10	5 X 10	3.75 X 10 or 7.5 X 5	2.5 X 10 or 5 X 5

## Wyoming Cow Country - Digital

<b>Facebook:</b>	83
<b>E-Blast:</b>	
Name of E-newsletter	No Bull Sheet Newsletter
Topic / Focus / Audience	Wyoming Ranches & Agricultural Businesses
# of Subscribers on Distribution list	1,200
Issuance (day of week)	2nd Thursday of each month.
Position	
File Size	Full Pg \$360 7.5 X 10, 1/2 Pg \$210 5 X 7.5, 1/4 Pg \$120 3.75 X 5.