

# Fall 2023 Commercial Media Guide & Rate Card

## NEBRASKA CATTLEMAN

The ONLY publication dedicated to the Nebraska cattle industry.

Concerned about getting your message to customers and prospects? Nebraska Cattlemen has solutions. We understand the need to deliver your message effectively, efficiently and with a positive return on investment. You can successfully reach cattle producers in the Beef State by advertising in one of our communication platforms:

- **Nebraska Cattlemen magazine:** Print and digital versions published and distributed each issue.
- **Nebraska Cattlemen's website:** 6,675 views monthly. [www.nebraskacattlemen.org](http://www.nebraskacattlemen.org)
- **NC Chronicle:** Electronic newsletter emailed to more than 2,800 Nebraska Cattlemen members.
- **Nebraska Cattlemen eblast announcement:** Eblast notice of digital version is sent to more than 2,300 readers each issue.



### Which platform – print or digital?

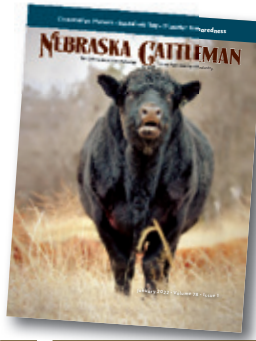
The best is both. *Nebraska Cattlemen* knows the importance of visibility, so we deliver your message to our readers' tablets *and* their tables. Print drives customers to online landing pages or digital offerings, and in an increasingly digital world, print can help your business stand out. You know your product – we know the audience. We can help you reach your target with print and digital.

- More than 15,000 printed copies of the *Nebraska Cattlemen* magazine are mailed each issue.
- *Nebraska Cattlemen* magazines are available for additional premier exposure at all Nebraska Cattlemen offices and events.
- Fully digital editions of the *Nebraska Cattlemen* magazine are online at [www.nebraskacattlemen.org](http://www.nebraskacattlemen.org).
- Featured articles from the magazine are posted throughout the month on the Nebraska Cattlemen blog, directing readers to the digital magazine.
- Notice of the digital version is sent via eblast each issue to more than 2,300 readers.
- The magazine is featured on all the Nebraska Cattlemen social media outlets, including:
  - ◆ Facebook (8,656 followers)
  - ◆ Twitter (5,027 followers)
  - ◆ Instagram (1,685 followers)



**From Nebraska Cattleman readers:**

“This is hands down one of the best magazines in the industry. My personal favorite is talking feedlot nutrition with Extension staff. This is the best magazine anyone could have.”



“I read it from cover to cover and always look forward to seeing it in my mailbox. I feel it is a source of unbiased information that is relevant to my operation. Our internet service is marginal so prefer getting it in print form. Keep up the good work.”

**Who are Nebraska Cattleman readers?**

- 87.6% are the primary decision makers in their operation.
- 60.4% purchase 1-15 bulls a year.
- 47.8% derive at least half of their income from cattle enterprises.
- 50% derive at least a quarter of their income from crop enterprises.
- 58% own more than 50 head of cattle.
- 48% own or manage 2,000 acres or more.
- 30.7% own or manage a feedlot.
- 59.2% of feedlot operators have a capacity of 3,000 head or more.
- 55.1% have contacted or purchased from a Nebraska Cattleman advertiser.
- Own/use pickups, trailers, minerals, supplements, fencing supplies, feed, equipment, ATVs, insurance, buildings, herbicides, fertilizer, skid loaders and more!

**What makes Nebraska the Beef State?**

- Consistently No. 1 or No. 2 for cattle on feed in the United States.
- Home to 2.82 million head on feed
- Home to 1.83 million beef cows
- No. 1 for U.S. red meat production

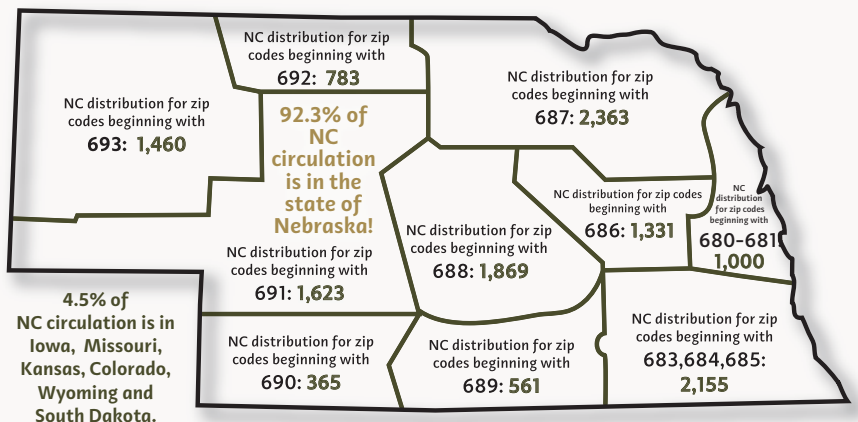
**FALL 2023 EDITORIAL CALENDAR**

<b>August</b>	<b>Feedlots • NC Feedlot Directory</b> Feedlot Facility Innovations • USDA Cattle Contract Library NC Midyear Coverage • Market Update • Disaster Relief
<b>September</b>	<b>Marketing</b>
<b>October</b>	<b>Animal Health • NC Allied Industries Council Listing</b>
<b>November</b>	<b>NC Annual Convention</b> NC Convention and Trade Show Preview
<b>December</b>	<b>2024 Outlook</b>
<b>January</b>	<b>Seedstock • NC Seedstock Directory</b>
<b>February</b>	<b>Cow-Calf</b>
<b>March</b>	<b>Pasture &amp; Breeding</b>
<b>April/May</b>	<b>Feedlot Focus</b>
<b>June/July</b>	<b>Youth</b>

**2024 Media Guide coming Fall 2023**

**NEBRASKA CATTLEMAN: THE MAGAZINE THAT GETS READ!**

- 84% of readers surveyed get their cattle industry information from Nebraska Cattleman magazine, more than other industry publications, radio, internet, social media or television.
- 82.8% read all or most of every issue.
- 79.9% keep issues for one month or longer.
- 76.2% prefer to read Nebraska Cattleman in print.
- 49% of issues are read by two or more people in the household.



3.2% of NC circulation is in states other than Nebraska or states not bordering Nebraska.

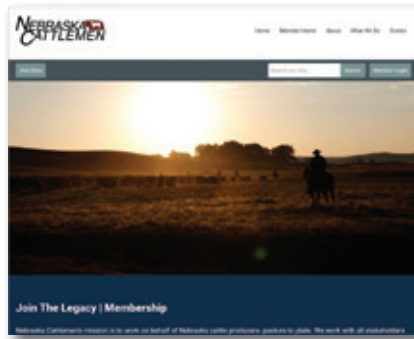
Nebraska Cattleman readers rank print as their **No. 1 source of ag information.**

# NC CHRONICLE E-NEWSLETTER, WEB AND EBLAST ADVERTISING

NC's Chronicle is an electronic **newsletter** exclusive to more than 2,800 Nebraska Cattlemen members, sent via email every other Thursday morning. Each NC's Chronicle has a calendar section, market report, news items relative to current cattle events and updates on staff activities.



Banner advertising is also available on the Nebraska Cattlemen **website**: [www.nebraskacattlemen.org](http://www.nebraskacattlemen.org). All ads include a link to a website, pdf or email.



The **eblast** option: For readers who want a sneak peek or a mobile-friendly version, a link to the online magazine is emailed to more than 2,300 readers each month and is available on the Nebraska Cattlemen website. Your banner ad can be front and center on this popular notification vehicle.



## PUBLICATION E-MEDIA RATES

NC Chronicle e-newsletter	\$300 / e-newsletter
Website banner	\$300 / month
Nebraska Cattlemen eblast	\$300 / eblast

## WANT TO GET BETTER RATES?

Nebraska Cattlemen members receive discounted ad rates, a discounted Trade Show fee and sponsorship opportunities. Qualify for member rates by joining Nebraska Cattlemen as an Associate Member at <http://www.nebraskacattlemen.org/membershipform.aspx>. Contact Amber Coleman about having your ad invoice and NC membership billed together: 402.340.1588 or [acoleman@necattlemen.org](mailto:acoleman@necattlemen.org)

## TERMS/CANCELLATIONS

Ad space reserved but not filled will be billed at full rate. Cancellations after the 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.

## NEBRASKA CATTLEMAN COMMERCIAL DISPLAY RATES

B & W	1x	3x	6x
Page	\$1,502	\$1,457	\$1,427
2/3 page	1,155	1,120	1,097
1/2 page	924	896	878
1/3 page	693	672	658
4 Color	1x	3x	6x
Page	\$2,195	\$2,129	\$2,085
2/3 page	1,848	1,793	1,756
1/2 page	1,617	1,568	1,536
1/3 page	1,386	1,344	1,317

### Cover Rates (4C; no frequency discount)

Back Cover	\$2,195
Cover II and III	\$2,094

Ask sales representative for rates on other premium locations. All rates are gross.

### INSERTS

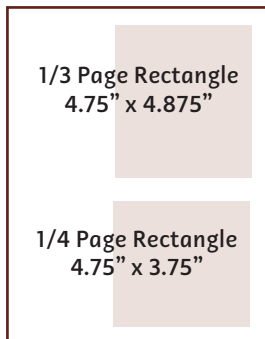
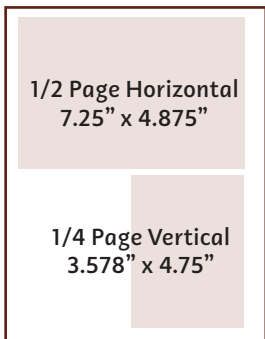
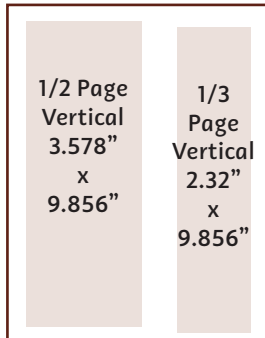
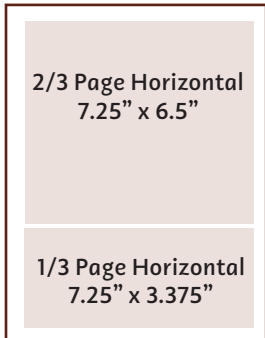
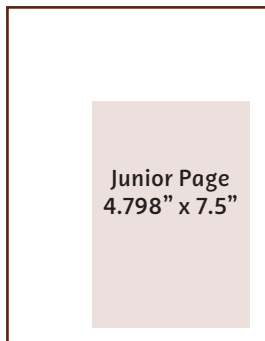
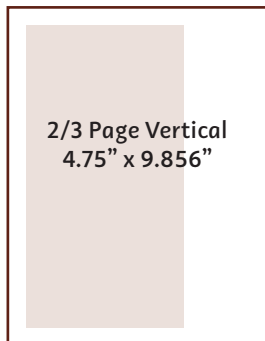
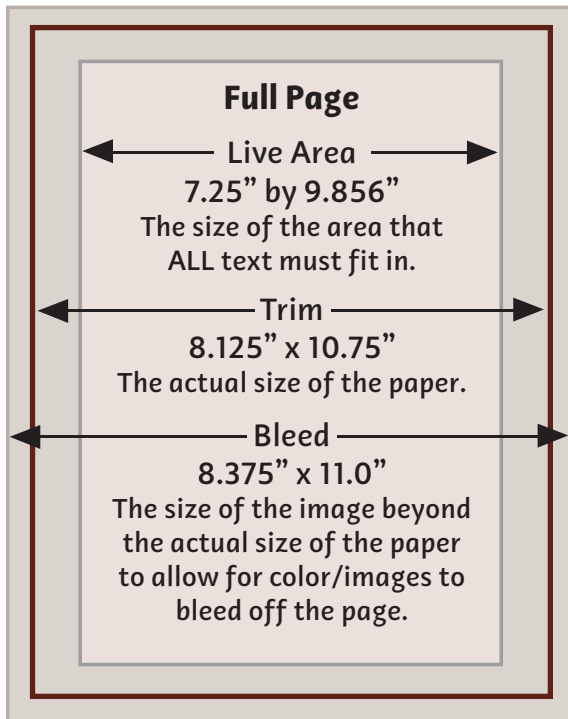
Contact the sales representative for a quote on inserts and all other special advertisements.

## CLOSING DATES

Issue	Space Reservation	Materials Due	Approximate Delivery date
January	Nov. 25	Dec. 1	Jan. 1
February	Dec. 24	Jan. 1	Feb. 1
March	Jan. 25	Feb. 1	March 1
April/May	Feb. 25	March 1	April 1
June/July	April 25	May 1	June 1
August	June 25	July 1	Aug. 1
September	July 25	Aug. 1	Sept. 1
October	Aug. 25	Sept. 1	Oct. 1
November	Sept. 25	Oct. 1	Nov. 1
December	Oct. 25	Nov. 1	Dec. 1



# NEBRASKA CATTLEMAN AD SPECIFICATION AND ILLUSTRATED AD SIZES



Market Place  
 2.32" x 2"

Column Inch  
 2.32" x 1"

## Digital print-ready ads: Complete and no alterations

- Submit as press-optimized, high-resolution PDFs with all fonts and graphics embedded, Photoshop (PSD or TIFF) or Illustrator (EPS) 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 for ads we design.

## Materials for ads we design

- **Ad copy** mailed or emailed as a Word or text file.
- **Photographs** emailed in high-resolution digital form or mailed for scanning. If using a digital camera or cell phone, shoot at the highest quality mode (1200 x 800 minimum). Do NOT reduce file size when emailing or texting a photo, as it reduces the quality.
- **Graphics** (logos) emailed in high-resolution digital form or mailed for scanning.
- Materials **NOT ACCEPTABLE**: any graphic placed in Word; low-resolution photographs; low-quality graphics; images taken from websites; Microsoft Publisher files.

## Color

CMYK process color is used throughout the magazine. PMS colors available for an additional charge. Color in *NC Chronicle* and on the website is RGB.

## Electronic transfer guidelines

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

## Nebraska Cattleman Mechanical specs

- 3-column format, 14 pica (2.32" column).
- Printed on 70-lb. cover and 40-lb. body, gloss stock.
- Saddle-stitch binding.

## NC's Chronicle e-newsletter ads

Provide digital ads as a 300 x 300 pixel, 72 dpi, RGB jpeg. File size no larger than 30 k.

NC's Chronicle e-newsletter:  
 300 x 300 pixels

## Nebraska Cattleman eblast ads

Provide digital ads as a 540 x 90 pixel, 72 dpi, RGB jpeg. File size no larger than 30 k.

Eblast:  
 540 x 90 pixels

## NC website ads

Provide digital ads for the website as 380 x 380 pixel, 72 dpi RGB jpeg or png.

Website square:  
 380 x 380 pixels

## IN-STATE & REGIONAL ADVERTISING

Amber Coleman / [acoleman@necattlemen.org](mailto:acoleman@necattlemen.org) / 402.340.1588

## NATIONAL ADVERTISING

McFarland AdVantage  
 Wendy McFarland / [McFarlandAdVantage@gmail.com](mailto:McFarlandAdVantage@gmail.com)  
 cell: 334.652.9080

## OWNER / PUBLISHER

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[NCmag@necattlemen.org](mailto:NCmag@necattlemen.org) / phone: 402.475.2333 / fax: 402.475.0822

## PRODUCTION / EDITOR

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