

CALF NEWS

THE FACE OF THE CATTLE INDUSTRY

More Than a Magazine

Since 1964, *CALF News* has offered in-depth industry coverage, market insights, management advice and a celebration of the people who make the cattle industry a success.

In 2022, we will continue to offer these founding elements in our traditional, time-tested print publication with a circulation of more than 11,000 – but will also offer an expanded digital presence with our timely website as well as interaction on multiple social media platforms, podcasts and radio.

When you need today's most influential cattle feeders, producers, stocker operators and allied industry partners to know, understand and buy your product or service, count on *CALF News* to help you deliver and trust that we are your best marketing vehicle.

Editorial with Integrity

Just like our readers, members of our *CALF News* team have a vested interest in the beef industry. They own and operate cow-calf, cattle feeding and farming enterprises, which means they're able to offer our regular columns and feature stories firsthand perspectives about current events, industry issues, beef news, feedyard operations and cattle producers. Not many beef industry publications have assembled such a knowledgeable, experienced staff.

With every issue, we bring our audience information and humor to make their reading experience the best it can be by featuring family ranches, feedyards, entrepreneurs and others who share their stories and how they make it work in an ever-changing agricultural climate. Our editorial calendar covers a variety of topics, addressing all facets of the beef industry.

www.calfnews.net

The *CALF News* Difference

CALF News is a household name, admired for its tradition and trusted for its editorial diligence. Strong readership – both in print and online – provides a credible platform for advertisers seeking an audience with feedyard operators, stocker feeders, cow-calf producers, veterinarians and their allied partners.

CALF News is different from every other cattle industry publication because the editorial is different – we're dedicated to bringing a face to the industry and delivering insight in a creative and original way. Our focus is on the people of the industry, as well as the events, information and ideas that make the beef cattle sector successful and cutting edge. *CALF News* writers give you information you can't get anywhere else, because it's not published anywhere else. The result? Loyal readers.



CALF NEWS

Influential Resources That Work for You

When you need to get in front of cattle owners and managers, **CALF News** can give you proven enhancement and increased traffic with your print ad through our website, social media exposure as well as podcast and radio advertising opportunities.

Website

Our website, calfnews.net, thoroughly covers the magazine's content with home page access to the most current issue – as well as archived issues – of **CALF News** through an interactive flip book. Viewers can simply click on a page in the flip book to link directly to advertiser websites – a feature that's included in the price of a print ad. Additional website advertising opportunities are also available.



Social Media

A popular and growing social media outlet, our **CALF News** Facebook page has more than 5,000 Likes. Contact Jess Ebert, **CALF News** national account manager, to find out how we can help increase your social media presence through advertising opportunities with **CALF News**. Be sure to ask her about value-added packages that combine print advertising, social media and website advertising.



Sponsorships

Many **CALF News** readers have a favorite regular column in the magazine. Special opportunities to sponsor a regular column in **CALF News** are available and are a unique way to showcase your company, product or service on a regular basis, while supporting a column that directly targets the audience you're trying to reach.



Price Point Podcast

Our weekly Price Point Podcast hosted by longtime industry analyst and communicator, Wes Ishmael, places special focus on markets, industry issues, genetics and the stocker sector.



Radio Advertising

CALF News works in partnership with KFRM 550 AM, a full-time farm radio station, to provide a one-stop shop to reach your target audience. The Voice of the Plains has 5,500 farm listeners each quarter hour of the day on average and covers 120,000 square miles in Kansas, Oklahoma and Nebraska. The cattle industry drives much of the agriculture in that listening area, including cow/calf, stockers and feedyards. We offer 30- and 60-second radio ads, sponsorship opportunities, interviews and banner ads.

Who does **CALF News** reach?

CALF News' circulation is concentrated in the cattle feeding and producing sectors in the largest cattle feeding and producing states, as well as industry influencers and advisers. This means your marketing and advertising message gets delivered directly to your prospects or the consultants who are advising them.

- 72% of **CALF News** readers are in top cattle-producing states, including Nebraska, Texas, Kansas, Oklahoma and Iowa.
- 93% of our cow-calf readers have more than 500 head of cattle.
- 95% of our feedlot readers feed more than 1,000 head of cattle.
- 16% of **CALF News** readers are industry "influencers" or advisers to producers.
- **CALF News'** circulation is evenly divided between cattle producers and stockers (40%) and feeders (44%).

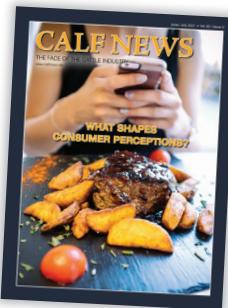
» "I read **CALF News** because I enjoy the producer profile articles and the human interest side of the beef industry. The variety and quality of photography always catches my attention. I also enjoy the range of cattle health issues covered in Chuteside Manner."

» "I like that **CALF News** encompasses articles relating to all segments of the cattle industry, from cow-calf production all the way to the rail. They have a great set of contributing editors who provide insight on what's going on in the beef industry today, as well as real-life stories about hard-working ranching families."

CALF News 2022 Editorial Calendar

December 2021/January 2022: *Covering the Money Front*

- Estate planning in a new tax environment
- Has the tax burden shifted for agriculture?
- Managing risk in volatile markets. (Is volatility here to stay?)
- Cheapening rations
- Coverage from the Texas Cattle Feeders Association Annual Convention
- Bonus distribution at the Cattle Industry Annual Convention & NCBA Trade Show



February/March: *Market Drivers*

- Conclusions of the Live Cattle Marketing Task Force Market Triggers Sub-Committee
- Packer update
- Processing expansion
- Labor issues
- Coverage from the Kansas Livestock Association and Nebraska Cattlemen Annual Conventions

April/May: *New Frontiers in Food*

- Progress in lab-grown meat
- Meat labeling/COOL
- Coverage from the Cattle Industry Annual Convention & NCBA Trade Show

June/July: *Environment*

- WOTUS reappears
- 30 by 30 (now called the America the Beautiful plan)
- Can agriculture operate without fossil fuels?
- Coverage from the Texas & Southwestern Cattle Raisers Association Annual Convention

August/September: *Disease Traceability ... It's Coming*

- The latest progress toward implementing a U.S. disease traceability program
- Electronic IDs and blockchain
- Coverage from Beef Empire Days
- Bonus distribution at Husker Harvest Days

October/November: *Bridging the Gap – Repairing the Urban/Agriculture Disconnect*

- Beef Checkoff efforts by state and nationally
- Social media as an educational tool
- Ag in the classroom
- Coverage from the Spicer Gripp Memorial Roping and International Feedlot Cowboys Association Finals Roping
- Bonus distribution at the Kansas Livestock Association and Nebraska Cattlemen Conventions

COMMERCIAL RATES

Print Advertising

	1x	3x	6x
Two-page spread, 4C	\$6,800	\$6,460	\$6,120
Two-page spread, b/w	\$4,300	\$4,085	\$3,870
Back Cover, 4C only	\$4,000	\$3,800	\$3,600
Inside Front Cover, 4C only	\$4,000	\$3,800	\$3,600
Full page, 4C	\$3,550	\$3,373	\$3,195
Full page, 2C process	\$2,850	\$2,708	\$2,565
Full page, b/w	\$2,300	\$2,185	\$2,070
2/3 page, 4C	\$2,950	\$2,803	\$2,655
2/3 page, 2C process	\$2,250	\$2,138	\$2,025
2/3 page, b/w	\$1,700	\$1,615	\$1,530
Jr. /Island, 4C	\$2,400	\$2,280	\$2,160
Jr. /Island, 2C process	\$1,960	\$1,862	\$1,764
Jr. /Island, b/w	\$1,600	\$1,520	\$1,440
1/2 page, 4C	\$2,200	\$2,090	\$1,980
1/2 page, 2C process	\$1,760	\$1,672	\$1,584
1/2 page, b/w	\$1,400	\$1,330	\$1,260
1/3 page, 4C	\$1,900	\$1,805	\$1,710
1/3 page, 2C process	\$1,460	\$1,387	\$1,314
1/3 page, b/w	\$1,100	\$1,045	\$990
1/4 page, 4C	\$1,650	\$1,568	\$1,485
1/4 page, 2C process	\$1,210	\$1,150	\$1,089
1/4 page, b/w	\$850	\$808	\$765
Column Inch (b/w only)	\$130	\$124	\$117

Commission of 15% given to recognized agencies.

Digital Promotion

Facebook Co-Promotion \$400

Distribution 5,000+. Includes one-time promotion of sponsored news or branded content.

Website Advertising

1 Month

728 x 90 pixels	\$350
250 x 250 pixels	\$300

Podcast Sponsorship

3 Month minimum

2 spots per podcast \$1,000/month

Radio Advertising

- Sponsorships
- 30 and 60 second ads
- Interviews

Prices vary.

Other / Packages

Full cover wrap, horizontal band wrap, inserts, package advertising programs, value-added packages and other options are available by quote.

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ILLUSTRATED AD SIZES

Bleed Page
8.375" x 11"

Full Page
7.28" x 9.856"

2/3 Page Vertical
4.75" x 9.856"

Junior Page
4.798" x 7.5"

1/2 Page
Vertical
3.578"
x
9.856"

1/3 Page
Vertical
2.32"
x
9.856"

1/2 Page Horizontal
7.25" x 4.875"

1/3 Page Horizontal
7.25" x 3.375"

1/3 Page
Rectangle
4.75" x 4.875"

1/4 Page
Vertical
3.578" x
4.75"

WEB SITE ADS
Please call for specifications.

Mechanical Requirements

Trim Page Size: 8.125" x 10.75"

Bleed: 8.375" x 11.0"

Live Area: 7.25" by 10.0"

3-column format, 2.32" (14 picas)

2-column format, 4.875" (29 picas)

Format Requirements

Digital Print-Ready Ads

- Print-ready means 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 CS5.5 or earlier, Photoshop or Illustrator with all linked graphics and fonts.
- We do not accept Word documents, PowerPoint files, Publisher files or any other format not specifically listed as print-ready ads.
- Material sent in these formats will be considered for ads we design.

Electronic Transfer Guidelines

- We accept material via email or placed on our FTP site.
- If you are sending material via e-mail, please send to kbedolli@blueprintma.com.
- Please email or call Kathie at (540) 842-8228 for FTP site upload instructions.

Materials for Ads We Design

We accept ad materials in the following formats:

- Ad copy 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.
- Materials not acceptable: any graphic placed in Word, low resolution photographs, low quality graphics, images taken from websites, Microsoft Publisher files and PowerPoint presentation files.

Color

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

Printing

Offset on 57-lb. Fortune Gloss Enamel Text. Saddle-stitch binding.

ISSUE / AD CLOSE DATES

ISSUE	AD CLOSE	PUBLISHED
Dec./Jan.	Nov. 5	Nov. 20
Feb./March	Jan. 5	Jan. 20
April/May	March 5	March 20
June/July	May 5	May 20
Aug./Sept.	July 5	July 20
Oct./Nov.	Sept. 5	Sept. 20

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