

# 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 2024, 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.

## 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.



[www.calfnews.net](http://www.calfnews.net)

# CALF NEWS

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## 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](http://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

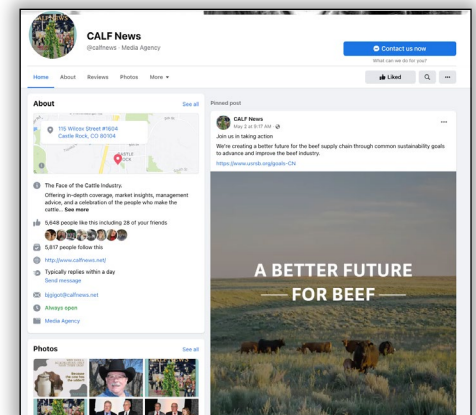
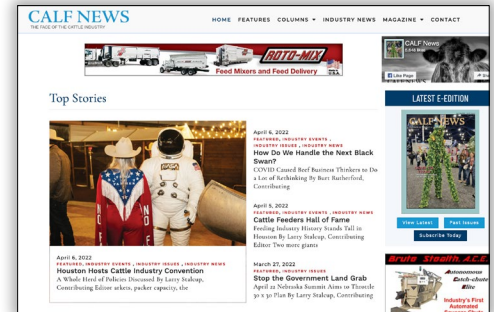
Many *CALF News* readers have a favorite regular column in the magazine. Special opportunities to sponsor a regular column in *CALF News* are available and are a unique way to showcase your company, product or service on a regular basis, while supporting a column that directly targets the audience you're trying to reach. Contact Jess Ebert for more information about sponsorship opportunities for columns like Whitt & Wisdom and Chuteside Manner.

### Radio

*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.

### 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.



## CALF News 2024 Editorial Calendar

### December 2023/January 2024

- Money Management During Profitable Times
- Coverage from the Texas Cattle Feeders Association Annual Meeting
- Impact of the Paris Climate Accord
- Bonus Distribution at the Cattle Industry Annual Convention & NCBA Trade Show

### February/March

- Seedstock/Association Focus
- Farm Bill Update
- Coverage from the Kansas Livestock Association and Nebraska Cattlemen Annual Conventions

### April/May

- Drought Monitor and Outlook
- The Evolution of Sustainability – The Latest in Products to Help be Sustainable
- Coverage from the Cattle Industry Annual Convention & NCBA Trade Show

### June/July

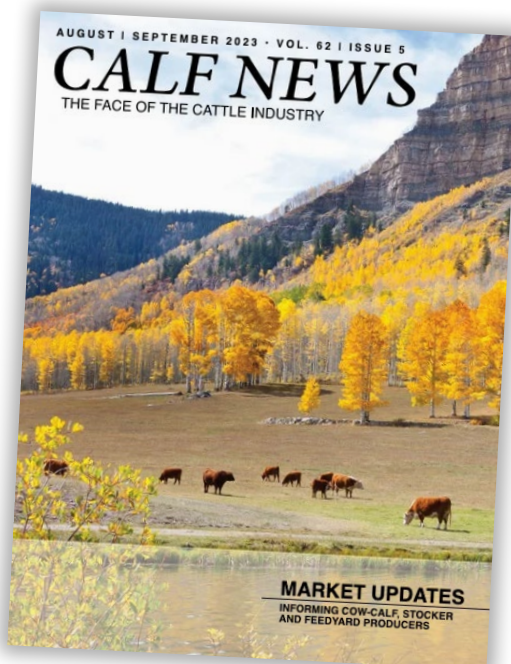
- Focus on Feedlots
- Immigration and Labor – What Employers Need to Know
- Coverage from the Texas & Southwestern Cattle Raisers Association Annual Convention

### August/September

- Market Update
- Coverage from Beef Empire Days
- Bonus Distribution at Husker Harvest Days

### October/November

- Election Overview
- Coverage from the Spicer Gripp Memorial Roping
- Bonus Distribution at the Kansas Livestock Association and Nebraska Cattlemen Annual Conventions



## 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%).



# DIGITAL & RADIO PROMOTION

CALFNEWS.NET

## PODCAST SPONSORSHIP

3-Month minimum  
2 Spots per podcast  
**\$1,000/month**

## RADIO ADVERTISING

- Sponsorships
- 30- and 60-second ads
- Interviews

**\*Prices vary**

## SOCIAL MEDIA PROMOTION

Facebook co-promotion  
Distribution 5,000+. Includes one-time promotion of sponsored news or branded content.  
**\$400**

## BLOG SPONSORS

## PRICING

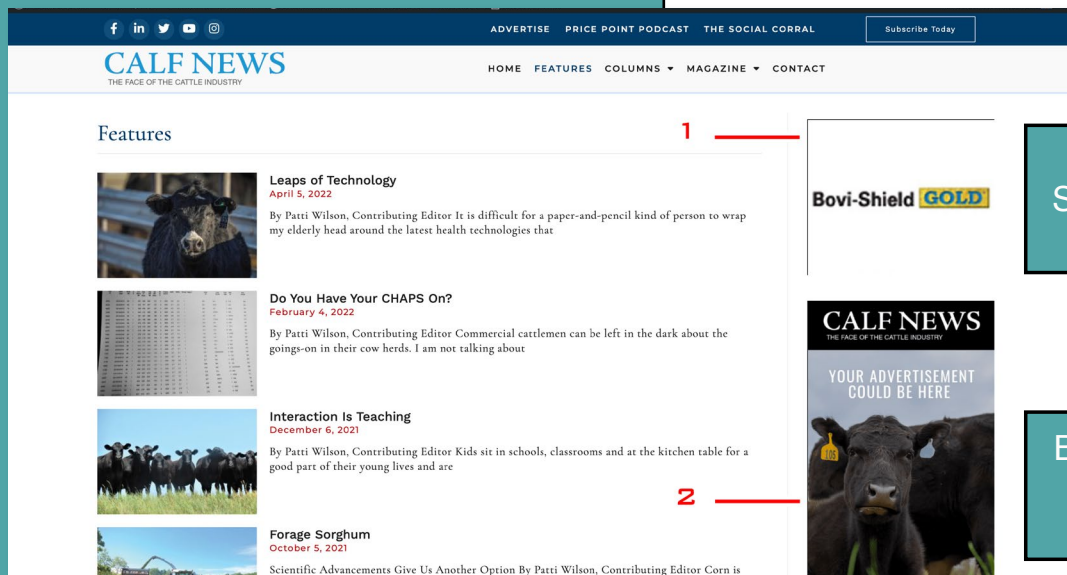
Home Page Top Banner (728 X 90)	<b>\$350</b>
Home Page Mid-Size Banner (728 X 90)	<b>\$350</b>
Home Page Mid-Size Banner 2 (728 X 90)	<b>\$350</b>
Home Page Small Sidebar (300 X 250)	<b>\$300</b>

Podcast Advertisement (500 X 380)	<b>\$550</b>
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### Blog Sponsor Advertisements

Small Sidebar (300 X 250)	<b>\$300</b>
Half-Page Banner (300 X 600)	<b>\$535</b>

**All digital advertising files should be submitted in jpeg format.**



**BLOG  
SMALL SIDEBAR  
300 X 250**

**BLOG HALF-PAGE  
BANNER  
300 X 600**

## HOME PAGE ADS

TOP OF  
HOME PAGE  
BANNER  
728 X 90

HOME PAGE  
MID-SIZE  
BANNER  
728 X 90

HOME PAGE  
MID-SIZE  
BANNER 2  
728 X 90

HOME PAGE  
BOTTOM BANNER  
728 X 90

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@

CALF NEWS

THE FACE OF THE CATTLE INDUSTRY

ADVERTISE

PRICE POINT PODCAST

WEEKLY SOCIAL CORRAL

Subscribe Today

HOME

FEATURES

COLUMNS

MAGAZINE

CONTACT

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**ROTO-MIX**  
Feed Mixers and Feed Delivery

### Top Stories

April 6, 2022  
**Houston Hosts Cattle Industry Convention**  
A Whole Herd of Policies Discussed By Larry Stalcup, Contributing Editor markets, packer capacity, the

April 5, 2022  
**Cattle Feeders Hall of Fame**  
Feeding Industry History Stands Tall in Houston By Larry Stalcup, Contributing Editor Two more giants

March 27, 2022  
**Stop the Government Land Grab**  
April 22 Nebraska Summit Aims to Throttle 30 x 30 Plan By Larry Stalcup, Contributing

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### Whit & Wisdom

#### Dealing With Adversity

April 5, 2022

By Jim Whitte, Contributing Editor A Galveston, Texas, newspaper ran a story about a woman and her pet parakeet named Chippie. It seems she was

#### How to Deal With the Workforce Challenge

February 4, 2022

By Jim Whitte, Contributing Editor I received an email from a reader who said he enjoyed my column ("What Should You Focus on in 2022?")

### Podcasts

CALF News Price Point  
Price Point May 3rd, 2022

- Price Point May 3rd, 2022 11:35
- Price Point April 26, 2022 08:29
- Price Point April 19, 2022 09:37
- Price Point April 12, 2022 10:01
- Price Point April 5, 2022 10:19

YOUR ADVERTISEMENT COULD BE HERE

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2018 AZ CATTLE INDUSTRY CONVENTION & NCBA TRADE SHOW  
JANUARY 31 - FEBRUARY 2, 2018

### Chuteside Manner

**Leaps of Technology**  
April 5, 2022

By Patri Wilson, Contributing Editor It is difficult for a paper-and-pencil kind of person to wrap my elderly head around the latest health technologies that

**Do you Have Your CHAPS On?**  
February 4, 2022

By Patri Wilson, Contributing Editor Commercial cattlemen can be left in the dark about the goings-on in their cow herds. I am not talking about

### Gypsy Wagon

**Gypsy Wagon April/May**  
April 5, 2022

By Betty Go Giger, Publisher Although I see from the weather report in Castle Rock, Colo., that it's supposed to snow again next Thursday, we

**Gypsy Wagon Feb./March 2022**  
February 4, 2022

By Betty Go Giger, Publisher How refreshing to see the talking heads on TV this week solving the problem of the proper way to price

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CALF NEWS  
THE FACE OF THE CATTLE INDUSTRY

YOUR ADVERTISEMENT COULD BE HERE

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WHY I READ CALF NEWS

My maternal great grandfather was a cowboy all his life. My uncles all followed the family tradition. So while I am now a city girl by their standards and I ride an Iron horse instead of the traditional kind, I like to keep up with current news in the cattle industry.

Terry Matthews  
GARDEN CITY,  
KANSAS

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PODCAST ADVERTISEMENT  
500 X 380

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### News Columns

All In

By Chris McClure

Beyond the Ranch Gate

By Blaine Davis

Calf's Featured Lady

By Patri Wilson

Chuteside Manner

By Patri Wilson

Gypsy Wagon

By Betty Jo Giger, Publisher

On the Edge of Common Sense

By Baxter Black

Recollections

By Betty Jo Giger, Publisher

Rumblings from the Great White North

By Will Verboven

Where's the Really Exceptional Beef?

By Contributing Editors

Whitt & Wisdom

By Jim Whitte

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CONNECT WITH THE INDUSTRY  
Place An Advertisement Today.

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Contact Us →

HOME PAGE  
SMALL  
SIDEBAR  
300 X 250

PODCAST  
ADVERTISEMENT  
500 X 380

News Columns

# PRINT ADVERTISING

## PRICING

	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
Column Sponsors (Jr. Island 4C)			\$1,800

3% fee charged for credit card processed payments.  
Commission of 15% given to recognized agencies.

## 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"	Full cover wrap, horizontal band wrap, inserts, package advertising programs, value- added packages and other options are available by quote.
1/4 Page Vertical 3.578" x 4.75"	

## ISSUE / AD CLOSE DATES

ISSUE	AD CLOSE	PUBLISHED
Dec./Jan.	Nov. 10	Nov. 20
Feb./March	Jan. 10	Jan. 20
April/May	March 10	March 20
June/July	May 10	May 20
Aug./Sept.	July 10	July 20
Oct./Nov.	Sept. 10	Sept. 20

## CONTACT US:

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**National Account Manager:** Jessica Ebert

(785) 477-1941 • [jess@calfnews.net](mailto:jess@calfnews.net)

**Editor & Publisher:** Betty Jo Gigot

(620) 272-6862 • [dgigot1@cox.net](mailto:dgigot1@cox.net)

**Designer & Production Manager:** Tayler Durst

(402) 910-9012 • [tdurst@calfnews.net](mailto:tdurst@calfnews.net)

## 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 through a digital media upload programs (ex. dropbox, hightail)
- If you are sending material via e-mail, please send to [tayleranng@gmail.com](mailto:tayleranng@gmail.com)
- Please email or call Tayler at (402) 910-9012 for other upload options.

### 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 e-news* and our website is RGB.

### Printing

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

## FROM OUR READERS:

*"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."*