

# 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 2025, 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

THE FACE OF THE CATTLE INDUSTRY

## 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

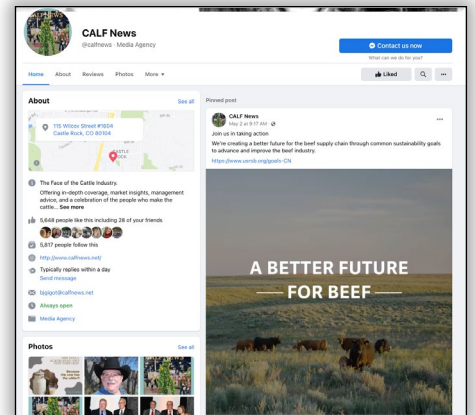
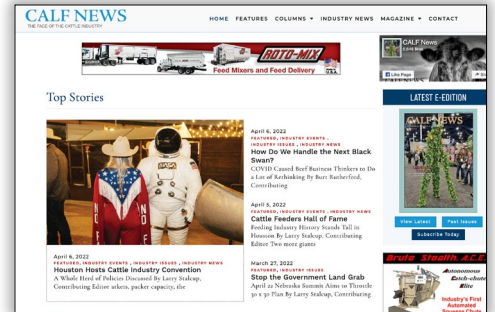
Many *CALF News* readers have a favorite regular column in the magazine. Special opportunities to sponsor a regular column in *CALF News* are available and are a unique way to showcase your company, product or service on a regular basis, while supporting a column that directly targets the audience you're 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 2025 Editorial Calendar

### December 2024/January 2025

- Consumer Trends
- Export and Import Markets
- Bonus Distribution at the Cattle Industry Annual Convention & NCBA Trade Show

### February/March

- The Winds of Change in the Political Landscape
- Taxes
- Anti-Agriculture Ballot Initiatives
- Coverage from Kansas Livestock Association & Nebraska Cattlemen Annual Conventions

### April/May

- Cattle Industry Convention
- New Products
- Coverage from Cattle Industry Annual Convention & NCBA Trade Show

### June/July

- Sustainability
- Green Agenda's Effect on Agriculture
- Coverage from Texas & Southwestern Cattle Raisers Association Annual Convention

### August/September

- World Trends
- Labor
- Coverage from Beef Empire Days
- Bonus Distribution at Husker Harvest Days

### October/November

- Beyond Beef
- Byproducts of Beef Production
- Coverage from the Spicer Gripp Memorial Roping
- Bonus Distribution at the Kansas Livestock Association & 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  
**\$1,100/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.  
**\$440**

## BLOG SPONSORS

## PRICING

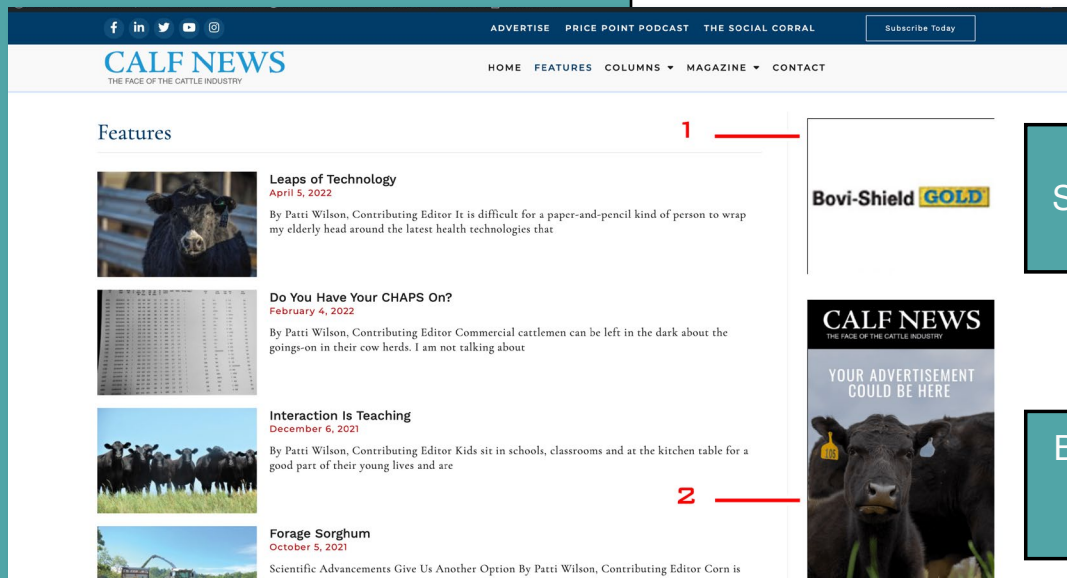
Home Page Top Banner (728 X 90)	<b>\$385</b>
Home Page Mid-Size Banner (728 X 90)	<b>\$385</b>
Home Page Mid-Size Banner 2 (728 X 90)	<b>\$385</b>
Home Page Small Sidebar (300 X 250)	<b>\$330</b>

**Podcast Advertisement (500 X 380) \$605**

### Blog Sponsor Advertisements

Small Sidebar (300 X 250)	<b>\$330</b>
Half-Page Banner (300 X 600)	<b>\$589</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

The screenshot shows the CALF NEWS website layout. At the top is a navigation bar with social media icons, 'ADVERTISE', 'PRICE POINT PODCAST', 'THE SOCIAL CORRAL', and a 'Subscribe Today' button. Below the navigation bar is the main header with 'CALF NEWS THE FACE OF THE CATTLE INDUSTRY' and a menu: 'HOME', 'FEATURES', 'COLUMNS', 'MAGAZINE', 'CONTACT'.

**1** A banner at the top right of the main content area, featuring a truck and the text 'ROTO-MIX Feed Mixers and Feed Delivery'.

**2** A banner below the 'Top Stories' section, featuring a cow and the text 'UPGRADE YOUR COMBINATION RESPIRATORY VACCINE. INTRODUCING BOV-SHIELD GOLD'.

**3** A banner below the 'Podcasts' section, featuring a cow and the text '2018 IAZ CATTLE INDUSTRY CONVENTION & NCBA TRADE SHOW JANUARY 31 - FEBRUARY 2, 2018'.

**4** A banner at the bottom of the page, featuring a cow and the text 'CALF NEWS THE FACE OF THE CATTLE INDUSTRY YOUR ADVERTISEMENT COULD BE HERE'.

**5** A vertical sidebar on the right side of the page, containing a 'LATEST E-EDITION' section with a 'Subscribe Today' button, a 'WHY I READ CALF NEWS' section with a quote and a photo of Terry Matthews, and a 'PODCAST ADVERTISEMENT' section.

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

HOME PAGE SMALL SIDEBAR  
300 X 250

PODCAST ADVERTISEMENT  
500 X 380

# PRINT ADVERTISING

## PRICING

	1x	3x	6x
<b>Two-page spread, 4C</b>	\$7,480	\$7,106	\$6,732
<b>Two-page spread, b/w</b>	\$4,730	\$4,494	\$4,257
<b>Back Cover, 4C only</b>	\$4,400	\$4,180	\$3,960
<b>Inside Front Cover, 4C</b>	\$4,400	\$4,180	\$3,960
<b>Full page, 4C</b>	\$3,905	\$3,710	\$3,515
<b>Full page, 2C process</b>	\$3,135	\$3,058	\$2,822
<b>Full page, b/w</b>	\$2,530	\$2,404	\$2,277
<b>2/3 page, 4C</b>	\$3,245	\$3,083	\$2,921
<b>2/3 page, 2C process</b>	\$2,475	\$2,352	\$2,228
<b>2/3 page, b/w</b>	\$1,870	\$1,777	\$1,683
<b>Jr. /Island, 4C</b>	\$2,640	\$2,508	\$2,376
<b>Jr. /Island, 2C process</b>	\$2,156	\$2,048	\$1,940
<b>Jr. /Island, b/w</b>	\$1,760	\$1,672	\$1,584
<b>1/2 page, 4C</b>	\$2,420	\$2,299	\$2,178
<b>1/2 page, 2C process</b>	\$1,936	\$1,839	\$1,742
<b>1/2 page, b/w</b>	\$1,540	\$1,463	\$1,386
<b>1/3 page, 4C</b>	\$2,090	\$1,986	\$1,881
<b>1/3 page, 2C process</b>	\$1,606	\$1,526	\$1,445
<b>1/3 page, b/w</b>	\$1,210	\$1,150	\$1,089
<b>1/4 page, 4C</b>	\$1,815	\$1,725	\$1,634
<b>1/4 page, 2C process</b>	\$1,331	\$1,265	\$1,198
<b>1/4 page, b/w</b>	\$935	\$889	\$842
<b>Column Inch (b/w only)</b>	\$143	\$136	\$129
<b>Column Sponsors (Jr. Island 4C)</b>			\$1,980

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

## ILLUSTRATED AD SIZES

The diagram illustrates various ad sizes and their dimensions:

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

## ISSUE/AD CLOSE DATES

ISSUE	AD CLOSE	PUBLISHED
Feb./March	Jan. 10	Jan. 23
April/May	March 10	March 20
June/July	May 10	May 22
Aug./Sept.	July 10	July 24
Oct./Nov.	Sept. 10	Sept. 25
Dec./Jan. 2026	Nov. 10	Nov. 20

## CONTACT US:

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**National Account Manager: Jessica Ebert**  
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**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 [tdurst@calfnews.net](mailto:tdurst@calfnews.net).
- 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."*