Help to Repeal and Replace the 2015 WOTUS Rule

The 2015 WOTUS Rule represented an overreach by the federal government, attempting to control even the most trivial water features. The Obama-era rule was so onerous that it was unable to be enforced, leading to a legal battle and it was eventually tied up in the courts.

The change was designed to ease the environmental review processes. The Trump Administration moved to replace the WOTUS rule. Instead of relying on a faulty definition of a “WOTUS,” the new rule narrows the definition of waters of the United States (WOTUS) to address emerging challenges in the livestock industry.

Leadership Comments

March 2019  •  Vol. 35, No. 6  •  NCBA.org

Public Policy Priorities Update

The right of the outdoor industry’s advocates is to engage authorities and seek to protect new outdoor industry. The outdoor industry has engaged in legislation like the Gray Wolf Delisting Rule.

Environmental activists seem intent on using an endless cycle of legal battles. Unfortunately, many activist groups support the effort to fully manage the waters within their borders. Environmental reviews are rife with legal battles.

Producers know that is where the power should remain with the government. The latest front was opened as a cattle producer, I respectfully request that the Environmental Protection Agency (EPA) could not approve a producer’s request for the T rump Administration’s proposal would establish a consistent national framework concerning the cell harvest stage.

Ensuring that all lab-grown fake meat products are supported legislation prioritized by the Recreation and Outdoor Industry. It sways in favor of its own use over others, accusing the outdoor industry. It sways in favor of its own use over others, accusing the livestock industry for degrading the federal lands ranching industry and monument’s 1.35 million-acre boundary.

Gray wolf populations in the U.S. Fish and Wildlife Service to propose removing the species from the list of endangered species, arguing that feedlots are a significant cause of the stewardship provided by western ranchers and landowners.

On March 12, 2019, Oregon took a critical step forward in addressing emerging challenges in the livestock industry for degrading the outdoor industry. It sways in favor of its own use over others, accusing the livestock industry for degrading the outdoor industry.

The constant repetition of misleading statements is a critical issue that must be brought to the attention of the public. Leaders in Congress must work together to provide each farmer and rancher with a clear path to success. Producers must be able to make decisions based on what is best for their business and tie producers up in protracted legal battles.

In addition to the WOTUS rule, the USDA and FDA are working to ease the regulatory burden on smaller operations and provide quicker access to the capital and process loans. Producers were able to get quicker access to the capital and process loans. Producers were able to get quicker access to the capital and process loans.

Producers are encouraged to modify their ends. Environmental reviews are rife with legal battles. The latest front was opened as a cattle producer, I respectfully request that the Environmental Protection Agency (EPA) could not approve a producer’s request for the T rump Administration’s proposal would establish a consistent national framework concerning the cell harvest stage.

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NCBA MEMBERS WANT TO BUY YOUR PRODUCTS!

Planned Member Purchases in the Next Two Years

- 95% Animal Health Products
- 97% Feed Supplements/Trace Minerals
- 89% Fencing Supplies
- 83% Fly Control
- 62% Grass Seed
- 45% Livestock Handling Equipment
- 31% Livestock Insurance
- 50% Livestock Watering Tanks/Systems
- 48% Pickup Truck
- 77% Tires for Farm Equipment
- 85% Tires for Pickup Truck
- 23% Animal Health Products
- 33% AI Equipment
- 32% ATV
- 27% Electronic ID Tags
- 23% Genetic Testing/Tracking Tools
- 36% Hay-Making Equipment
- 29% Livestock Trailer
- 13% Scales
- 19% Skid Steer
- 34% Skid Steer Attachments
- 17% Steel Farm Building
- 29% Tractor
- 38% UTV or Side-by-Side
- 86% Bagged or Bulk Feed

NCBA’s media properties can help you reach your target customers and market your products.

- 90% NCBA members manage 90 percent of the nation’s fed cattle market
- 10 Million NCBA members manage nearly 10 million head of beef cattle
- 49% of NCBA members say they are more likely to purchase from a company that supports NCBA

Data in this document is provided by the 2019 Luce Research & Marketing Study, and NCBA’s social media and Google analytics.
Regular Feature Articles

<table>
<thead>
<tr>
<th>Regular Features</th>
<th>NCBA News and Updates</th>
<th>Market Reports and Outlook</th>
<th>Ag Lending Perspective</th>
<th>Checking in on the Beef Checkoff</th>
</tr>
</thead>
<tbody>
<tr>
<td>NCBA Policy Updates</td>
<td>Beef Quality Assurance</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

National Cattlemen

The National Cattlemen is the official monthly publication of NCBA. Each issue focuses on current national and international topics that are relevant to the beef industry. This information, coupled with our regular Association features, makes the National Cattlemen a valuable monthly news source.

- Frequency: Monthly Newspaper
- Circulation: 25,000+
- Audience: NCBA members, Allied Industry and Product Council members, state affiliates, members of Congress, industry stakeholders

Regular Feature Articles

- NCBA News and Updates
- Industry News Briefs
- Market Reports and Outlook
- NCBA Policy Updates
- Beef Quality Assurance
- Industry Education & Stewardship
- Federation News and Updates
- Checking in on the Beef Checkoff
- Monthly Weather Report

Federation Page

Kansas Beef Council Hosts Digital Influencer Workshop

Market Matters

Winter Weather Could Impact Cattle Market

February Likely to be a Cold Month

Advancing Range & Pasture Management, Together.

NCBA News

NCBA Petition Seeks Regulatory Relief for Livestock Haulers

Kavanaugh is a Welcome Addition

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## 2019/2020 Production Schedule and Editorial Features

<table>
<thead>
<tr>
<th>Edition 2019</th>
<th>Editorial Features</th>
<th>Materials Deadline</th>
<th>Print Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>November</td>
<td>Heavy Equipment and Maintenance Section, Year-end Tax Planning</td>
<td>10-18</td>
<td>10-25</td>
</tr>
<tr>
<td>December</td>
<td>Ranch Equipment and Animal Handling</td>
<td>11-15</td>
<td>11-22</td>
</tr>
<tr>
<td><strong>2020</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>January</td>
<td>Herd Health and Vaccination</td>
<td>12-6</td>
<td>12-13</td>
</tr>
<tr>
<td>February</td>
<td>Cattle Industry Convention &amp; NCBA Trade Show</td>
<td>1-10</td>
<td>1-17</td>
</tr>
<tr>
<td>March</td>
<td>Genetic Tools and Trends, Cattlemen's College Highlights</td>
<td>2-14</td>
<td>2-21</td>
</tr>
<tr>
<td>April</td>
<td>Calving Season</td>
<td>3-13</td>
<td>3-20</td>
</tr>
<tr>
<td>May</td>
<td>Hay &amp; Forage Production, Spring Crop Outlook, NCBA Legislative Conference</td>
<td>4-17</td>
<td>4-24</td>
</tr>
<tr>
<td>June</td>
<td>Insect Control, Planting Season</td>
<td>5-15</td>
<td>5-22</td>
</tr>
<tr>
<td>July</td>
<td>Cattle Market Highlight</td>
<td>6-19</td>
<td>6-26</td>
</tr>
<tr>
<td>August</td>
<td>Cattle Industry Summer Business Meeting</td>
<td>7-17</td>
<td>7-24</td>
</tr>
<tr>
<td>September</td>
<td>Stockmanship &amp; Stewardship</td>
<td>8-14</td>
<td>8-21</td>
</tr>
<tr>
<td>October</td>
<td>Supplemental Cattle Feeds</td>
<td>9-4</td>
<td>9-18</td>
</tr>
<tr>
<td>November</td>
<td>Preparing for On-farm Emergencies</td>
<td>10-16</td>
<td>10-28</td>
</tr>
<tr>
<td>December</td>
<td>Succession Planning</td>
<td>11-13</td>
<td>11-20</td>
</tr>
</tbody>
</table>

## Advertising Rates and Sizes

<table>
<thead>
<tr>
<th>Ad Type</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full page</td>
<td>$5,250</td>
</tr>
<tr>
<td>Full page back cover</td>
<td>$7,750</td>
</tr>
<tr>
<td>Center spread</td>
<td>$15,000</td>
</tr>
<tr>
<td>Junior page</td>
<td>$3,000</td>
</tr>
<tr>
<td>Half page vertical</td>
<td>$2,750</td>
</tr>
<tr>
<td>Half page horizontal</td>
<td>$2,750</td>
</tr>
<tr>
<td>Quarter page vertical</td>
<td>$1,750</td>
</tr>
<tr>
<td>Quarter page horizontal</td>
<td>$1,750</td>
</tr>
</tbody>
</table>

**Agency Discount:** 15% off

**Please note:** There are no bleeds in the National Cattlemen. There is ½ inch of white space on all four sides of each page. White area in illustrations equals advertisement space.
Directions

The semi-annual National Cattlemen Directions issues serve as the reference publications for the cattle industry. The fall edition offers an in-depth review of NCBA and its activities, a state-of-the-beef industry report, feature-length editorial and the popular CattleFax segment rankings and statistics. The spring edition features management and industry education articles.

- Frequency: Semi-Annual Magazine
- Circulation: 25,000+
- Audience: NCBA members, Allied Industry and Product Council members, state affiliates, members of Congress and industry stakeholders

### Production Schedule

<table>
<thead>
<tr>
<th>Edition</th>
<th>Materials Deadline</th>
<th>Approximate Mail Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fall 2019</td>
<td>September 6, 2019</td>
<td>October 1, 2019</td>
</tr>
<tr>
<td>Spring 2020</td>
<td>March 13, 2020</td>
<td>April 6, 2020</td>
</tr>
<tr>
<td>Fall 2020</td>
<td>September 4, 2020</td>
<td>October 1, 2020</td>
</tr>
</tbody>
</table>

### Advertising Rates and Sizes

Agency Discount: 15% off

<table>
<thead>
<tr>
<th>Size</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Double page spread</td>
<td>$9,000</td>
</tr>
<tr>
<td>Outside back cover</td>
<td>$7,750</td>
</tr>
<tr>
<td>Inside front or inside back cover</td>
<td>$5,175</td>
</tr>
<tr>
<td>Full Page</td>
<td>$4,500</td>
</tr>
<tr>
<td>Full page with bleed</td>
<td>$4,735</td>
</tr>
<tr>
<td>8.875” (W) x 11.375” (H) Live area: 7.125” (H) x 9.6” (W) Trim size: 8.375” (W) x 10.875” (H)</td>
<td></td>
</tr>
<tr>
<td>Full page no bleed</td>
<td>$4,735</td>
</tr>
<tr>
<td>7.125” (W) x 9.6” (H)</td>
<td></td>
</tr>
<tr>
<td>Double page spread with bleed</td>
<td>$7,390</td>
</tr>
<tr>
<td>17.25” (W) x 11.375” (H) Live area: 15.5” (W) x 9.625” (H) Trim size: 8.375” (W) x 10.875” (H)</td>
<td></td>
</tr>
<tr>
<td>Two-thirds page</td>
<td>$3,750</td>
</tr>
<tr>
<td>Half page</td>
<td>$3,000</td>
</tr>
<tr>
<td>Third page</td>
<td>$2,750</td>
</tr>
<tr>
<td>Quarter page</td>
<td>$2,250</td>
</tr>
<tr>
<td>Two-thirds page</td>
<td>$3,750</td>
</tr>
<tr>
<td>Half page</td>
<td>$3,000</td>
</tr>
<tr>
<td>Third page</td>
<td>$2,750</td>
</tr>
<tr>
<td>Quarter page</td>
<td>$2,250</td>
</tr>
</tbody>
</table>

### Feature Article Examples

#### Top 25 Cow-Calf Operators


93% of NCBA readers say their primary source of news and information is a newspaper.

56,000 monthly readership of National Cattlemen when counting pass-through readership.

59% of National Cattlemen readers read half or more of the newspaper.
**Type of Operation**

- Cow-calf: 85%
- Stocker operator: 12%
- Farmer feeder: 9%
- Feeder or feedlot: 14%
- Seedstock, purebred: 13%
- Dairy: 2%
- Livestock Market operator: 2%

**Cow-Calf Size of Operation**

- Less than 50 head: 17%
- 50-99 head: 24%
- 100-199 head: 21%
- 200+ head: 36%

**Feedlot Number of Cattle Marketed Annually**

- Less than 50 head: 20%
- 50-99 head: 20%
- 100-199 head: 19%
- 200-499 head: 13%
- 500-599 head: 5%
- 600-999 head: 21%
- 1,000+ head: 2%
Beef Resource Guide

The Beef Resource Guide is the official onsite program of the Cattle Industry Convention & NCBA Trade Show. The publication includes convention details, event information, trade show exhibitor listings, key industry contacts and more.

- Frequency: Annual
- Circulation: 15,000 (distributed at registration & hotels)
- Audience: Annual Convention Participants

Ad sales close: December 6, 2019 • Materials due: December 11, 2019

### Advertising Rates and Sizes

<table>
<thead>
<tr>
<th>Ad Type</th>
<th>Ad Size and Description</th>
<th>Ad Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Section Cover Ads</td>
<td>Full Page, 4-color (Only 18 Available)</td>
<td>$2,500</td>
</tr>
<tr>
<td>Center Spread</td>
<td>Two Full Page 4-color</td>
<td>$4,000</td>
</tr>
<tr>
<td>Back Cover</td>
<td>Full Page, 4-color</td>
<td>$4,000</td>
</tr>
<tr>
<td>Inside Front Cover</td>
<td>Full Page, 4-color</td>
<td>$3,000</td>
</tr>
<tr>
<td>Inside Back Cover</td>
<td>Full Page, 4-color</td>
<td>$3,000</td>
</tr>
<tr>
<td>Full Page</td>
<td>Full Page, 4-color</td>
<td>$2,000</td>
</tr>
<tr>
<td>Half Page</td>
<td>Full Page, 4-color</td>
<td>$1,000</td>
</tr>
</tbody>
</table>

### Custom Options

Call for Pricing
Customize the Beef Resource Guide with a branded sleeve, shrink wrap, postcard insert, etc.

### Ad Specs

- Full page with bleed: 8.875" (W) x 11.375" (H)
  - Live area: 7.125" (H) x 9.6" (W)
  - Trim size: 8.375" (W) x 10.875" (H)
- Full page no bleed: 7.125" (W) x 9.6" (H)
- Double page spread with bleed: 17.25" (W) x 11.375" (H)
  - Live area: 15.5" (W) x 9.625" (H)
  - Trim size: 8.375" (W) x 10.875" (H)
- Half page: Vertical: 3.36" (W) x 9.56" (H) or Horizontal: 7.14" (W) x 4.76" (H)

### Trade Show Map - $12,000

Your company will be called out among the 300+ exhibitors on the fold-out trade show map, which will include panel advertisement & banner ads throughout.

- Mention of sponsorship on front cover of fold-out map and a panel ad.
- Ad across the bottom of the trade show floorplan is included.

### New Format

- New Look
- Increased Circulation

Big & Better!!
NCBA’s in-house television studio is home to the highly viewed *Cattlemen to Cattlemen* show. In addition to the TV show production, the studio is available for production of your broadcast media needs. With full, high-definition video and post-production capabilities, NCBA can help you maximize your exposure to a broad audience through video for broadcast, webcast, social media and much more. Contact us today to discuss a custom package to meet your needs.

- Weekly Airings: Tuesday — 8:30 p.m. Wednesday, 12:30 a.m., Saturday — 9:00 a.m. (Eastern time)
- Approximately 25 original productions per calendar year
- Opportunities to customize messaging and target grid placement
- Additional value-add airing via re-run episodes

**Viewership Demographics**

2019 Average Monthly Viewership (YTD) is 1.94 Million!

- 68% of NCBA members watch *Cattlemen to Cattlemen* at least once a month or more frequently.

Average of 2,500 impressions per post.
Commercial Packages

- **Monthly - $15,000:** 12 airings of a fully produced 30-second commercial spot.
- **Quarterly - $45,000:** 36 airings of a fully produced 30-second commercial spot.
- **Yearly - $100,000:** 120 airings of a fully produced 30-second commercial spot.

* Sponsor to provide fully produced 30-second spot 3 weeks prior to first airing.

---

**Education Segment – $25,000**
Highlight your company’s products/services in a unique educational segment.

- 5-7 minute segment produced at a location of your choosing
- Package includes a full production crew, two rounds of edits, show promotion on social media channels and a minimum of three airings
- After airing, a link to the full segment is provided for use on your digital platforms

---

**Taped Panel Discussion Show – $35,000**
Bring together your company’s experts and customers to discuss your latest product/service offerings.

- One hour panel discussion show is fully produced from the *Cattlemen to Cattlemen* studio in Denver, or location of your choosing
- Package includes a full production crew, show promotion on social media channels and three airings
- After airing, a link to the full segment is provided for use on your digital platforms

---

**We can make your commercial!**
Don’t have a commercial already produced? The *Cattlemen to Cattlemen* team can help. Full to partial production services are available to get your 30-second spot ready to air!
PACKAGES AND RATES

NEW TV Opportunities

Block Feature – $3,000/month
- Your company and/or product will be featured in a 10-second “bump,” which is used to bring the show back from a commercial break
- Your company to provide video footage
- Includes two “bumps” per episode with website and/or contact information on the screen while the video is playing
- 12 airings

Closed Caption - $2,000/month
- Your company and/or product will be mentioned as the closed caption sponsor at the start and close of the show
- Includes full-screen graphic at the close of the segment with your company and/or product logo and website
- 12 airings

A Day in the Life – $3,500/segment
This is a favorite among Cattlemen to Cattlemen viewers!
- Host Kevin Ochsner will announce the sponsor before and after the segment
- Includes full-screen graphic at the close of the segment with your company and/or product logo and website
- 3 airings

Market Outlook – $3,500/segment
Quarterly market update with industry experts
- Host Kevin Ochsner will announce the sponsor before and after the segment
- Includes full-screen graphic at the close of the segment with your company and/or product logo and website
- 3 airings

Advertising Information
All pre-produced spots must be received by NCBA’s Cattlemen to Cattlemen three weeks prior to scheduled air date. Most tape formats are welcome, including: XDCam, HDCam, Hard Drive, .wvm. Spots should be 6x9, 4x3 safe. Send materials to Kate Maher at kmaher@beef.org.

A Day in the Life

Market Outlook

Watch Cattlemen to Cattlemen episodes, sponsored segments and more on YouTube. www.youtube.com/user/CattlemenToCattlemen
Reach your target audience and elevate your customer base through NCBA's website and digital media outlets. NCBA's membership is interested in the information you have to share, so your media buy/package can be leveraged by including our social media marketing. Improve your brand presence and marketing message through our website as well as Facebook, Twitter posts and more.

**NCBA.org**
- 127,611 page views per month
- 42,153 unique visitors per month
- 59,548 banner ad impressions/month

**Social Media**
- Facebook (NCBA): 112,917 followers
- Facebook (C2C): 17,439 followers
- Twitter: 25,057 followers

### Ad Rates/Format

#### NCBA.org

<table>
<thead>
<tr>
<th>Home Page — Tile Ads</th>
<th></th>
<th>Social Media</th>
</tr>
</thead>
<tbody>
<tr>
<td>Three-month Placement</td>
<td>$1,500</td>
<td>Standard Package</td>
</tr>
<tr>
<td>Six-month Placement</td>
<td>$2,500</td>
<td>• Four Facebook &amp; Four Twitter Posts</td>
</tr>
<tr>
<td>Twelve-month Placement</td>
<td>$4,800</td>
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</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Internal Page — Banner Ads</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Three-month Placement</td>
<td>$1,200</td>
</tr>
<tr>
<td>Six-month Placement</td>
<td>$2,000</td>
</tr>
<tr>
<td>Twelve-month Placement</td>
<td>$3,800</td>
</tr>
</tbody>
</table>

**Social Media**

**Standard Package**
- Four Facebook & Four Twitter Posts $3,000

**Customized Package**
Contact us to build a package that contains additional opportunities such as Twitter Chat, Instagram Story, or a Snapchat takeover to highlight your products/services.

*Accepted files: JPG, GIF, Flash/SWF*  

### Digital Media Demographics

- NCBA has 3 times more followers when compared to other industry associations and publications, which means your message will have more impressions, engagement and reach.
- NCBA.org averages 42,000 sessions per month.
- Instagram posts have an average user engagement of 680.
- Posts reach an average of 45,000 Twitter accounts.
Media Sales Team

Marvin Kokes
303-850-3339
mkokes@beef.org

Jill DeLucero
303-850-3321
jdelucero@beef.org

Nicole Bechtel
503-756-1538
nbechtel@beef.org

Beka Wall
303-850-3345
bwall@beef.org

Becca Brown
303-850-3377
rbrown@beef.org

For the following, please send content to:

National Cattlemen, Directions and Beef Resource Guide

Send editorials to:
Brittany Schaneman
303-850-3370
bschaneman@beef.org

Send advertisements/artwork to:
Cindy Fitzsimons
303-850-3336
cfitzsimons@beef.org

Cattlemen to Cattlemen

Send materials to:
Kate Maher
303-850-3300
kmaher@beef.org

Digital Media

Send materials to:
Salem Henricks
303-850-3334
shenricks@beef.org