

# PACKAGES AND RATES

## 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.



## **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!



## 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

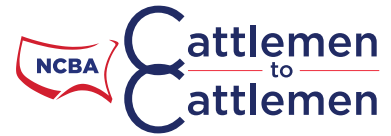
Bring together your company's experts and customers to discuss your latest product/service offerings.

- 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



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## 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



**A Day in the Life**



**Market Outlook**

**Watch *Cattlemen to Cattlemen* episodes, sponsored segments and more on YouTube.**  
[www.youtube.com/user/CattlemenToCattlemen](http://www.youtube.com/user/CattlemenToCattlemen)

## 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](mailto:kmaher@beef.org).