



## 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

Edition	Materials Deadline	Approximate Mail Date
Fall 2019	September 6, 2019	October 1, 2019
Spring 2020	March 13, 2020	April 6, 2020
Fall 2020	September 4, 2020	October 1, 2020

## Advertising Rates and Sizes

Agency Discount: 15% off

Size	Cost	Size	Cost
Double page spread	\$9,000	Two-thirds page	\$3,750
Outside back cover	\$7,750	Half page	\$3,000
Inside front or inside back cover	\$5,175	Third page	\$2,750
Full Page	\$4,500	Quarter page	\$2,250

  

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)	Two-thirds page 4.735" (W) x 9.56" (H)	Half page Vertical: 3.36" (W) x 9.56" (H) or Horizontal: 7.14" (W) x 4.76" (H)
	Third Page Vertical: 2.32" (W) x 9.56" (H) or Horizontal: 7.14" (W) x 3.2" (H)	Quarter-page Vertical: 3.36" (W) x 4.76" (H) or Horizontal: 7.14" (W) x 2.34" (H)		

## Feature Article Examples

### OPERATIONS MANAGEMENT

**5. Plan marketing with the end in mind.**

A marketing plan includes a clear and specific description of what is to be marketed; what its target value is; and where, how and to whom it will be marketed. It begins by identifying the specific goals to be achieved in marketing and developing a production system to complement those outcomes. Through records and enterprise analyses, strive to manage livestock marketing to add net value (increase marginal returns) to each enterprise within the system and avoid the seasonal slumps that typically occur within the annual price cycles for different classes of livestock.

the known best management practices. These practices include managing for a defined calving season by overlaying the breeding season with the peak forage season, utilizing breed complementarity and hybrid vigor within the breeding program, developing a complete herd health program with a practicing large animal veterinarian, fully adopting Beef Quality Assurance practices, and implementing a value-added calf program for weaned calves — just to name some of the essentials.

**3. Set and adapt the stocking rate based on rainfall and inputs.**

## Top 25 Cow-Calf Operators

<b>1</b> <b>Deseret Cattle &amp; Citrus</b> St. Cloud, FL	<b>2</b> <b>Simplot Livestock Co.</b> Grand View, ID	<b>3</b> <b>King Ranch</b> Houston, TX	<b>4</b> <b>Lykes Bros. Inc.</b> Okeechobee, FL	<b>5</b> <b>Silver Spur Land and Cattle</b> Encampment, WY
Head Office: St. Cloud, FL Owner: Farmland Reserve, Inc. CEO: K. Erik Jacobsen States of Operation: Florida	Head Office: Grand View, ID Owner: Simplot Family CEO: Thomas J. Basabe States of Operation: Idaho, Oregon, Nevada, Utah	Head Office: Houston, TX Owner: King Ranch Family Shareholders CEO: Robert Underbrink States of Operation: Texas, Florida	Head Office: Okeechobee, FL Owner: N/A CEO: Charles P. Lykes, Jr. States of Operation: Florida	Head Office: Encampment, WY Owner: N/A CEO: Thad York States of Operation: Wyoming, Colorado, Nebraska, New Mexico