



National Cattlemen's
Beef Association

NATIONAL CATTLEMEN

The trusted leader and definitive voice of the beef industry

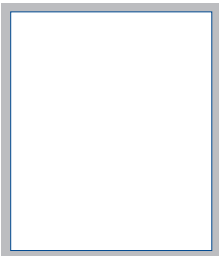
2019/2020 Production Schedule and Editorial Features

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

Advertising Rates and Sizes

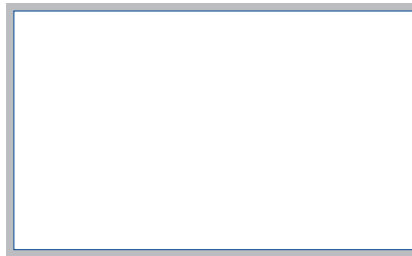
Agency Discount: 15% off

Ad Type	Cost
Full page	\$5,250
Full page back cover	\$7,750
Center spread	\$15,000
Junior page	\$3,000



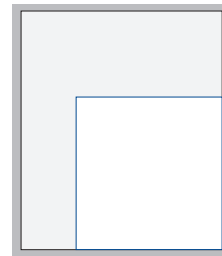
Full page 10.38" (W) x 16" (H)

Ad Type	Cost
Half page vertical	\$2,750
Half page horizontal	\$2,750
Quarter page vertical	\$1,750
Quarter page horizontal	\$1,750

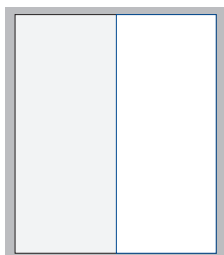


Double truck 21.76" (W) x 16" (H)
Center Spread

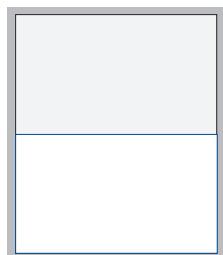
Please note: There are no bleeds in the *National Cattlemen*. There is 1/2 inch of white space on all four sides of each page. White area in illustrations equals advertisement space.



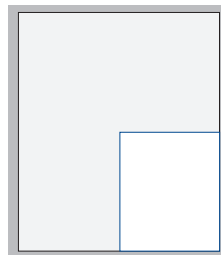
Junior page 7.73" (W) x 10" (H)



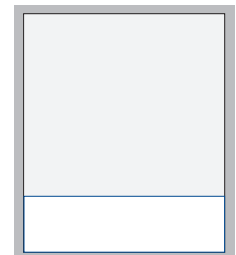
Half page vertical
5.1" (W) x 15.65" (H)



Half page horizontal
10.38" (W) x 7.825" (H)



Quarter page vertical
5.1" (W) x 7.825" (H)



Quarter page horizontal
10.38" (W) x 5.22" (H)