

TELEVISION OPPORTUNITIES

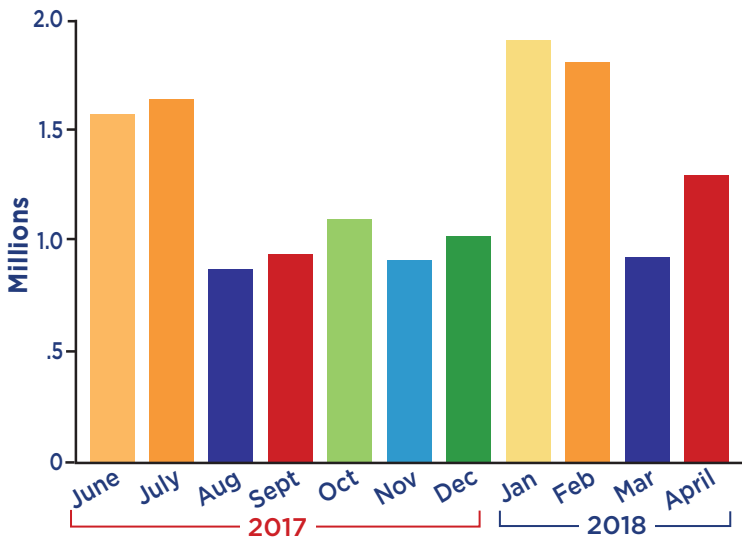


NCBA's in-house television studio is home to the highly viewed *Cattlemen to Cattlemen* show. In addition to the TV show production, the studio is available for production of your broadcast media needs. With full, high-definition video and post-production capabilities, NCBA can help you maximize your 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

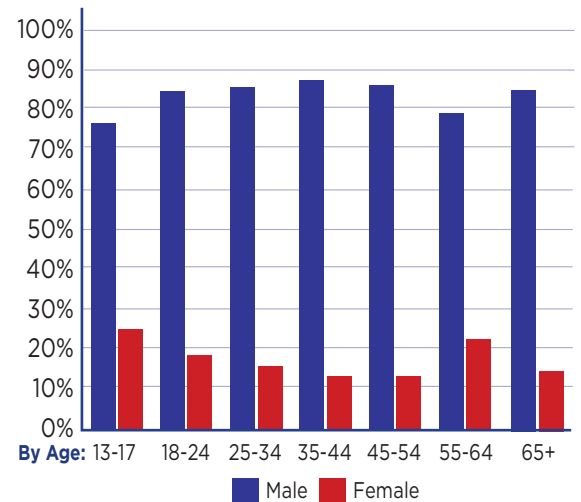
Viewership Demographics

Viewership By Month



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

YouTube Viewing Analytics



Nielsen Ratings

Average monthly viewership of 1.16 million!

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



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

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.