



NATIONAL CATTLEMEN

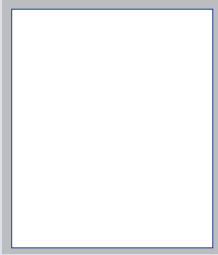
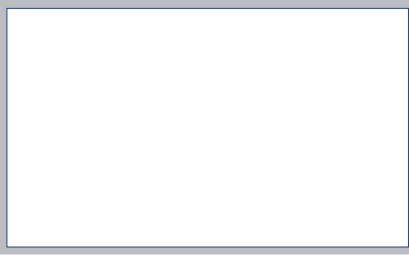
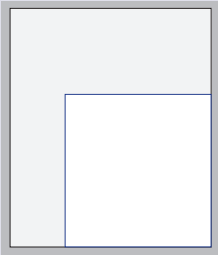
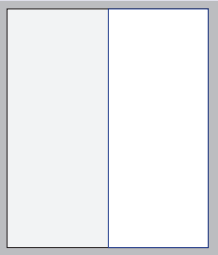
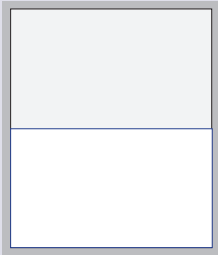
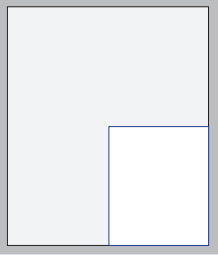
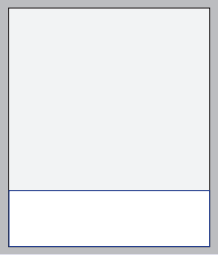
The trusted leader and definitive voice of the beef industry

2018/2019 Production Schedule and Editorial Features

Edition 2018	Editorial Features	Materials Deadline	Print Date
November	Heavy Equipment and Maintenance Section, Year-end Tax Planning	10-19	10-26
December	Ranch Equipment and Animal Handling	11-10	11-16
2019			
January	Herd Health and Vaccination	12-81	12-14
February	Cattle Industry Convention & NCBA Trade Show	1-11	1-18
March	Genetic Tools and Trends, Cattlemen's College Highlights	2-15	2-22
April	Calving Season	3-22	3-29
May	Hay & Forage Production, Spring Crop Outlook, NCBA Legislative Conference	4-19	4-26
June	Insect Control, Planting Season	5-17	5-24
July	Cattle Market Highlight	6-14	6-21
August	Cattle Industry Summer Business Meeting	7-19	7-26
September	Stockmanship & Stewardship	8-16	8-24
October	Supplemental Cattle Feeds	9-13	9-20
November	Preparing for On-farm Emergencies	10-18	10-25
December	Succession Planning	11-18	11-15

Advertising Rates and Schedules

Ad Type	Cost	Ad Type	Cost	Please note: There are no bleeds in the <i>National Cattlemen</i> . There is ½ inch of white space on all four sides of each page. White area in illustrations equals advertisement space.
Full page	\$5,250	Half page vertical	\$2,750	
Full page back cover	\$7,750	Half page horizontal	\$2,750	
Center spread	\$15,000	Quarter page vertical	\$1,750	
Junior page	\$3,000	Quarter page horizontal	\$1,750	

			
Full page 10.38" (W) x 16" (H)	Double truck 21.76" (W) x 16" (H) Center Spread	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)