



NATIONAL CATTLEMEN'S BEEF ASSOCIATION

MEDIA KIT

OCTOBER 2023 - SEPTEMBER 2024

PRINT | BROADCAST | DIGITAL



NCBA's Media Opportunities

Your One Stop-Shop to Reach Your Customers
We look forward to working with you and putting together a comprehensive package to reach your customers!

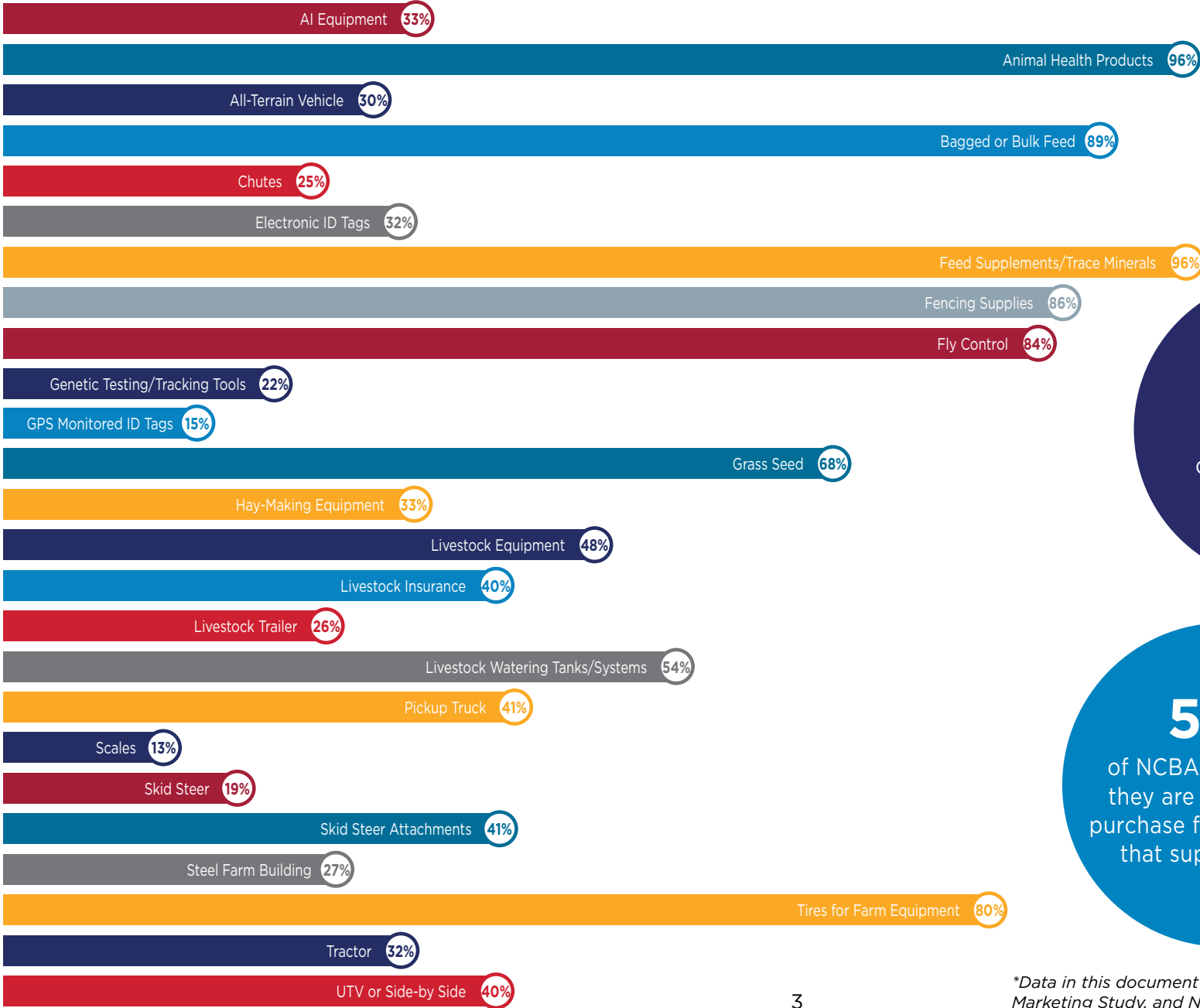
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For more information about NCBA advertising opportunities, please contact the Corporate Relations team at 303-694-0305 or email CorporateRelations@beef.org.

▶ NCBA Members Want to Buy Your Products!



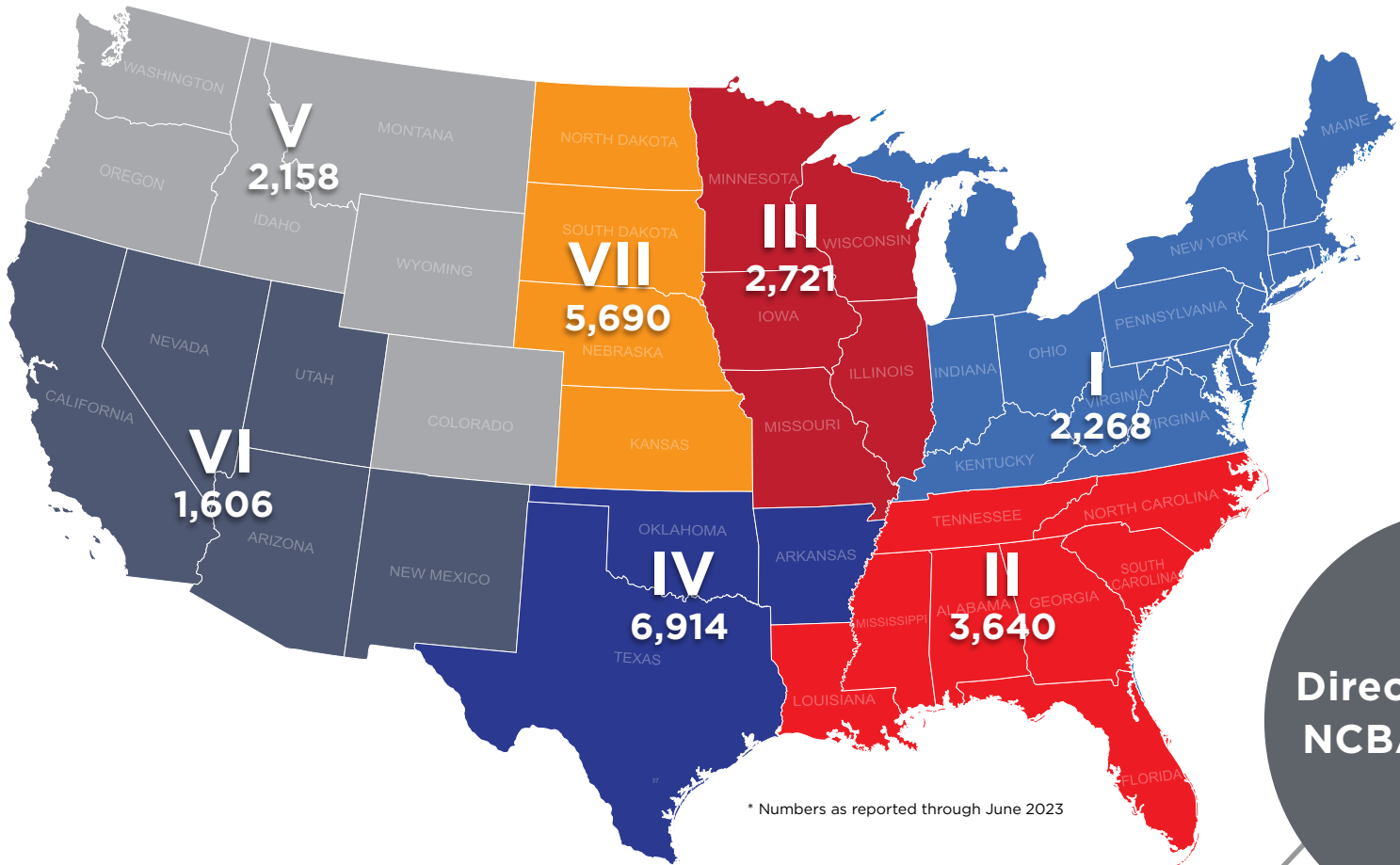
10 Million
 NCBA members manage nearly 10 million head of beef cattle

NCBA members manage **90%** of the nation's fed cattle market

55% of NCBA members say they are more likely to purchase from a company that supports NCBA

**Data in this document is provided by the 2023 Luce Research & Marketing Study, and NCBA's social media and Google analytics.*

NATIONAL CATTLEMEN & DIRECTIONS READERSHIP BY REGION*



* Numbers as reported through June 2023

91%
of NCBA members say their primary source of news and information is a newspaper

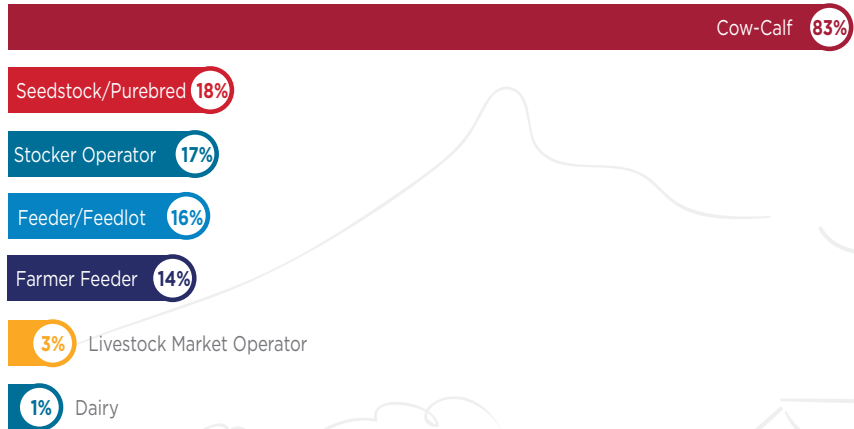
Direct Access to NCBA Members

45,000
monthly readership of *National Cattlemen* when counting pass-through readership

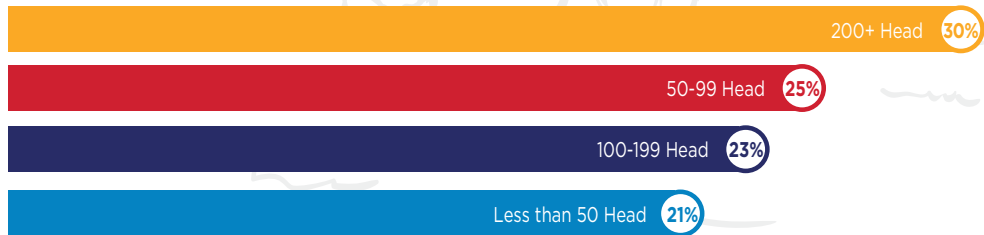
57%
of *National Cattlemen* readers read half or more of the publication

NATIONAL CATTLEMEN & DIRECTIONS READERSHIP DEMOGRAPHICS

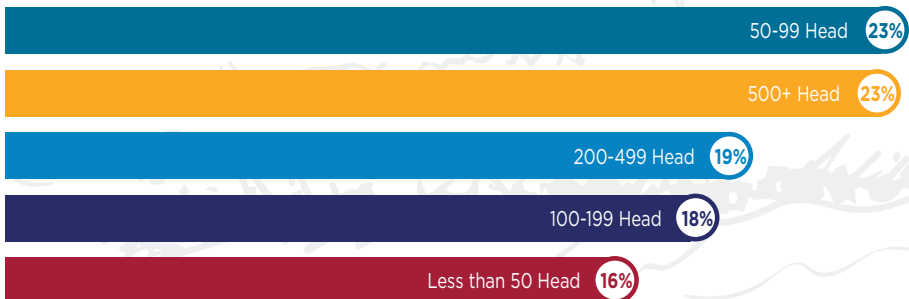
Type of Operation



Cow-Calf Size of Operation



Feedlot Number of Cattle Marketed Annually



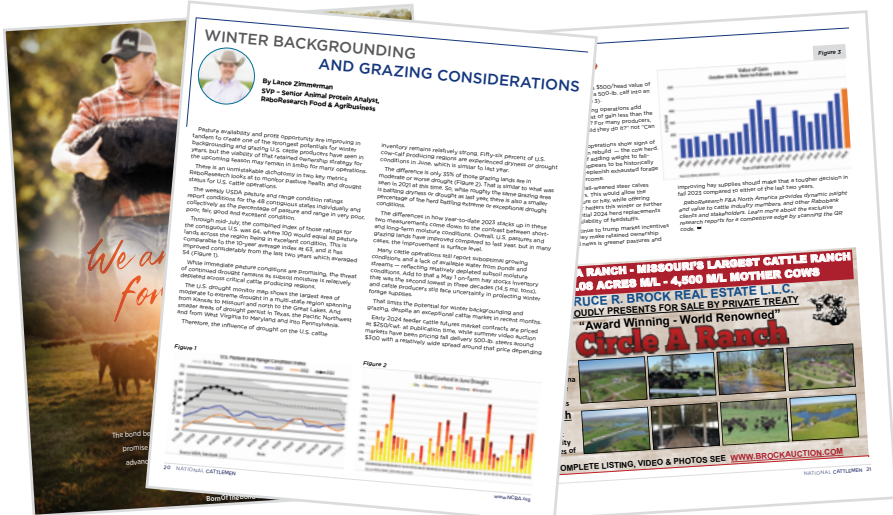


The *National Cattlemen* is the official publication of NCBA and is distributed the first week of every month to all NCBA members. Each issue focuses on NCBA industry news as well as features on current topics that are relevant to the beef industry.

- **Frequency:** 10 issues per year
- **Circulation:** 25,000+
- **Pass-through readership:** 45,000
- **Audience:** NCBA producer members, corporate members, state affiliates, members of Congress and industry stakeholders

2023-2024 Production Schedule and Editorial Features

Edition	Editorial Features	Materials Deadline	Print Date	
2023	November	Financial & Succession Planning, Vet & Client Relationship	10-17	10-26
	December	Holidays, Technology	11-10	11-22
2024	January	New Year, Nutrition, Genetics	12-12	12-21
	February	Convention, Biosecurity, Calving Season	1-9	1-19
	March	Calf Management, Spring Hay Crop	2-13	2-23
	May	Mental Health Awareness, Pasture Grazing/Cover Crops, Summer Preparations	4-16	4-25
	June	Insect Control/Parasites	5-14	5-24
	July	Natural Disasters (drought, storms, wildfire, flood, etc)	6-11	6-24
	August	Weaning, Pre-conditioning	7-16	7-26
September	Herd Health, Winter Preparations	8-13	8-23	



NEW DIGITAL FEATURE!!

Your ads will now feature your company website linked as a pop up when you advertise in our publications. Reach out to your relationship manager for more details about all our digital options available for purchase!



71% of NCBA members prefer to receive NCBA information through *National Cattlemen*.



Advertising Rates & Sizes

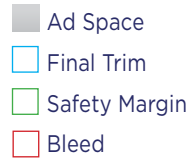
Ad Type	Cost
Quarter page (horizontal or vertical)	\$2,100
Half page advertorial (One per issue)	\$3,000
Half page (horizontal or vertical)	\$3,300
Full page advertorial (One per issue)	\$5,500
Full page	\$6,300
Full page back cover	\$9,300
Center spread	\$18,000

All ads MUST HAVE:

- Outlined fonts
- Text within margins (live area)
- Photos/graphics are **minimum 250dpi** (resolution)

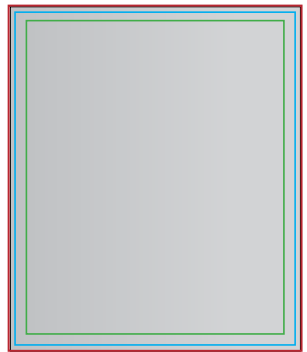
Newspaper designer tips:

- Choose photos with a good range of mid tones and contrast between important details.
- Avoid artwork with very dark areas. Details in dark areas will merge together into one flat color in print.



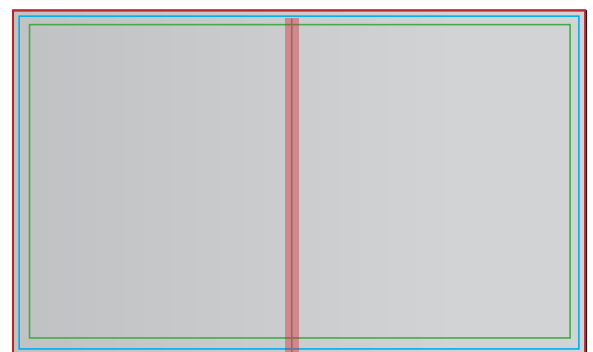
Publications Specs & Guidelines

Full Page



Trimmed document size: 10"(w) x 12"(h)
 .25" safety margin
 .125" bleed
 Final size w/ bleed: 10.25"x12.25"

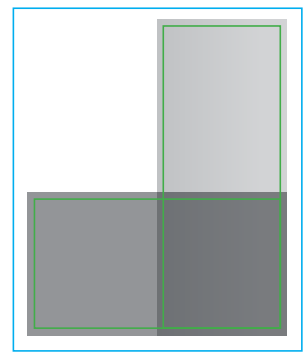
Center Spread



Trimmed document size: 20"(w) x 12"(h)
 .25" safety margin
 .125" bleed
 Final size w/ bleed: 20.25" x 10.25"
***Do not have any text in gutter area.**

Half Page

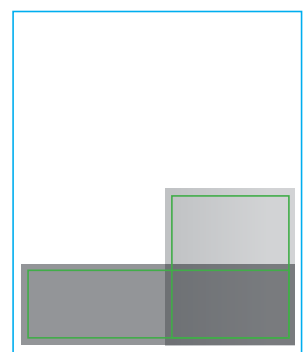
(Does NOT have bleed)



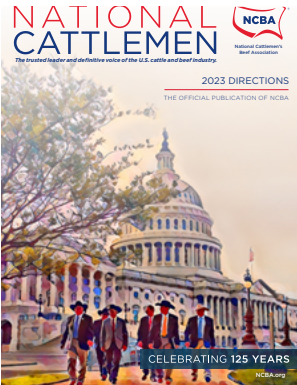
Horizontal: 9.125"(w) x 5.2"(h)
 Vertical: 4.5"(w) x 10.78" (h)
 .25" safety margin

Quarter Page

(Does NOT have bleed)



Horizontal: 9.125"(w) x 2.5"(h)
 Vertical: 4.4375"(w) x 5"(h)
 .25" safety margin



The semi-annual *National Cattlemen Directions* magazine serves as a 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+
- **Pass-through readership:** 45,000
- **Audience:** NCBA producer members, corporate members, state affiliates, members of Congress and industry stakeholders

2023-2024 Production Schedule

Edition	Materials Deadline
Spring 2024	March 12, 2024
Fall 2024	August 30, 2024



NEW DIGITAL FEATURE!!

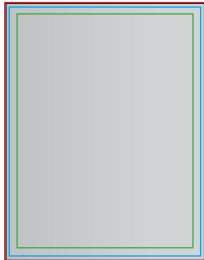
Your ads will now feature your company website linked as a pop up when you advertise in our publications. Reach out to your relationship manager for more details about **all our digital options** available for purchase!

Advertising Rates and Sizes

Size	Cost
Quarter page	\$2,500
Half page	\$3,500
Full Page	\$5,000
Inside front or inside back cover	\$6,000
Outside back cover	\$8,500
Center spread	\$9,900
Publication Wrap	*Request Pricing
Promotional Insert	*Request Pricing
Production Services	*Request Pricing

Publications Specs & Guidelines

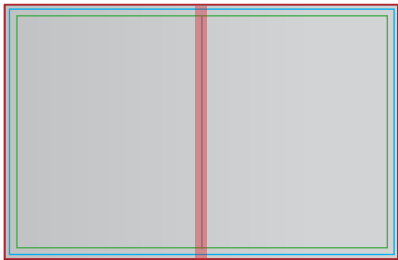
Full page
(with bleed)



Trimmed document size:
8.375"(w) x 10.875"(h)
.375" safety margin
.125" bleed

Final size w/ bleed: 8.625"x11.125"

Center spread
(with bleed)

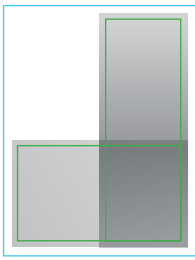


Trimmed document size:
16.75"(w) x 10.875"(h)
.375" safety margin
.125" bleed

Final size w/ bleed: 17.25"x11.375"

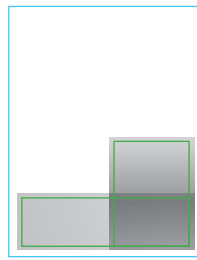
***Do not have any text in gutter area.**

Half page
(NO bleed)



Vertical
3.8"(w) x 10.14"(h)
Horizontal
7.6325"(w) x 5"(h)

Quarter page
(NO bleed)



Vertical:
3.725"(w) x 4.975"(h)
Horizontal:
7.625"(w) x 1.975"(h)

- Ad Space
- Final Trim
- Safety Margin
- Bleed

ART REQUIREMENTS:

- **Make sure all text is within the live area**
- **Outline all fonts (convert to object)**
- **Use high resolution photography**
- **Final pdf file must be 300 dpi minimum**

CATTLEMEN'S CALL PODCAST

The Cattlemen's Call Podcast shares stories and ideas from cattlemen and women across the nation. Montana rancher and broadcaster, Lane Nordlund, brings a "coffee talk" style to the conversations allowing listeners an inside look at the issues cattle producers are facing while sharing the stories of their lives and operations.

- **Frequency:** Twice monthly
- **Total listens:** 315,500+
- **Average listens per episode:** 3,000+



Opportunities:

Exclusive Sponsor of Cattlemen's Call Podcast - \$40,000

With a podcast audience that is steadily growing, capture the attention of over 3,000 of listeners and be the Exclusive Sponsor of the Cattlemen's Call Podcast!

- Exclusive year-long sponsorship of Cattlemen's Call Podcast
- "Brought to you by" logo recognition
- Logo inclusion on Beef Bulletin Newsletter, social media platforms, and other areas where podcast is promoted
- Opportunity to have two (2) Exclusive Sponsored Podcast episodes throughout the year, which includes:
 - Opportunity to determine the content, message, and theme of podcast episodes
 - * Not to exceed one (1) hour in airtime
 - * NCBA reserves all rights to approve podcast content prior to airing
 - Opportunity to have up to four (4) guests on podcasts episodes to talk with the host
 - Two (2) exclusive 30-second commercials during Exclusive episode
 - Two "brought to you by" mentions during episode
- One (1) 30-second commercial in every podcast episode
- One (1) "brought to you by" mention in every podcast episode

Exclusive Episode Sponsor - \$6,500

Our audience is your audience when you own the episode! Work with NCBA to curate a show entirely dedicated to your company. Invite guests to speak on the show, promote your products/services, and educate the audience with your message.

- Sponsor determines the content, message, and theme of the podcast episode
 - Not to exceed one (1) hour in airtime
 - NCBA reserves all rights to approve podcast content prior to airing
- Opportunity to have up to four (4) guests on the podcast to talk with the host
- Podcast episode will be promoted via NCBA's social media platforms and Beef Bulletin Newsletter with company mention and logo inclusion
- Two (2) exclusive 30-second commercials during episode
- Two "brought to you by" mentions during episode

* Commercials can be pre-recorded and sent to NCBA staff or a script can be given to the host to read

▶ CATTLEMEN'S CALL PODCAST



69%

**OF PODCAST LISTENERS
STATED THAT PODCAST
ADS MADE THEM AWARE
OF NEW PRODUCTS OR
SERVICES***

**<https://www.podcastinsights.com/podcast-statistics/>*

Product/Service/Education Segment - \$3,500

Sit down with our host and discuss in detail the product, service, or educational topic you want to inform the audience about.

- 5-minute guest appearance segment in beginning of one (1) episode featuring companies product/service/educational topic
- One (1) commercial during episode
- One (1) “brought to you by” mention during episode
- No more than two (2) guests
 - Sponsor can choose date and podcast that they want segment to air in, do not have rights to determine podcast content or theme

Commercial Package - \$1,500

- Two (2) 30-second .mp3 commercials during one (1) episode
- Two (2) “brought to you by” mentions during one (1) episode

**CLICK HERE TO LISTEN
TO CATTLEMEN'S CALL
PODCAST RECORDINGS**



* Commercials can be pre-recorded and sent to NCBA staff or a script can be given to the host to read

NCBA PRODUCER EDUCATION

Cattlemen's WEBINAR SERIES

The *Cattlemen's Webinar Series* is geared toward cattle producers and is open to both members and non-members. Each webinar is approximately an hour long and provides realtime interaction with the audience as a Q&A portion is built into each segment. Webinars are also recorded and posted online so that producers can listen at their convenience.

Exclusive Webinar Series Sponsor - \$30,000

- One (1) year-long sponsorship for all webinars in the Cattlemen's Webinar Series
 - Minimum of six (6) webinars
- Logo inclusion as Webinar Series Sponsor on all marketing materials
 - Social Media
 - *National Cattlemen/Directions*
 - NCBA website Webinar Series page
 - Beef Bulletin E-Newsletter
- Opportunity to have a company representative address at the beginning or closing of each webinar
 - Opportunity to include up to two (2) slides
- Opportunity to be involved in planning of webinar topics & speakers for the year
 - NCBA Producer Education team reserves all rights to determine final webinar content
- One (1) exclusive sponsored webinar episode with speakers from their company
 - NCBA Producer Education team reserves all rights to approve speakers prior to webinar
 - Ability to include up to three (3) questions on the post-webinar participant survey



▶ NCBA CATTLEMEN'S WEBINAR SERIES



**ENGAGEMENT IS 150
CATTLEMEN ON
AVERAGE PER WEBINAR**

Exclusive Webinar Sponsor - \$6,000

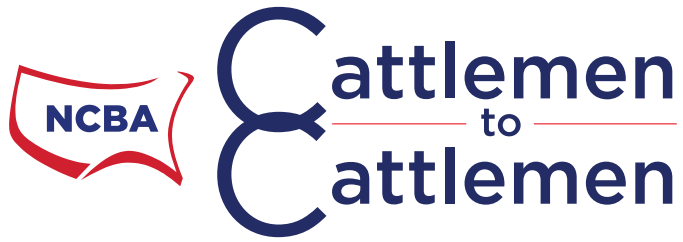
- Exclusive Sponsor of one (1) Cattlemen's Webinar Episode
 - Sponsor will work with NCBA to determine topic & speakers
- Opportunity to have a company representative address at the beginning or closing of the webinar
 - Opportunity to include up to two (2) slides
- Logo inclusion on all marketing materials of episode
 - Two (2) social media posts
 - One (1) *National Cattlemen/Directions* quarter page ad
 - Three (3) Beef Bulletin E-Newsletter content block
 - Cattlemen's Webinar Series webpage
- Ability to include up to three (3) questions on the post-webinar participant survey

Presenting Partner of Webinar Episode - \$3,500

- Logo inclusion as Presenting Partner of one (1) Cattlemen's Webinar Episode
- Opportunity to have a company representative address at the beginning or closing of the webinar
- Logo inclusion on all marketing materials of episode
 - Two (2) social media posts
 - Two (2) Beef Bulletin E-Newsletter content block
 - Cattlemen's Webinar Series webpage
- Ability to include up to three questions on the post-webinar participant survey

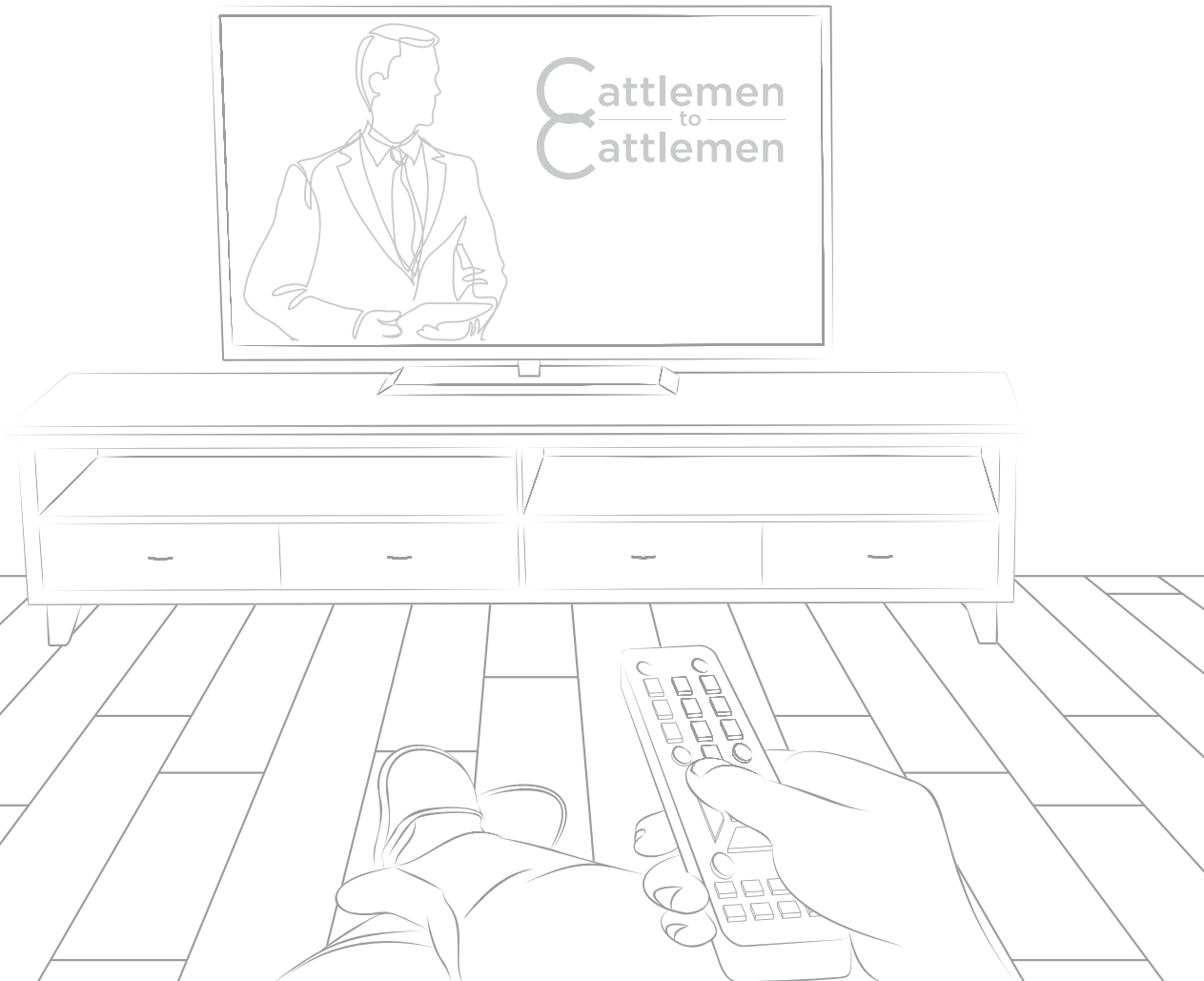


**AVERAGE OF 500
VIEWS PER WEBINAR
ON YOUTUBE**



NCBA is proud to be home to the award-winning TV show *Cattlemen to Cattlemen*. Through this unique media property, NCBA can help you maximize and customize your marketing efforts to a broad audience. In addition to creating educational content, the video crew and in-house studio is available to you and your clients for production of all your digital media needs at a discounted rate.

Full shows and individual segments are also available on the *Cattlemen to Cattlemen* YouTube channel.

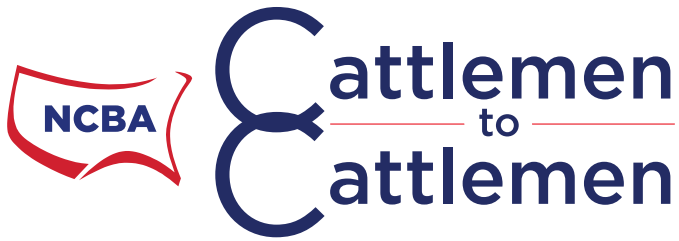


2023 Average Monthly Viewership (YTD) is

1.2 MILLION

70%

of NCBA members watch *Cattlemen to Cattlemen* at least once a month or more frequently.



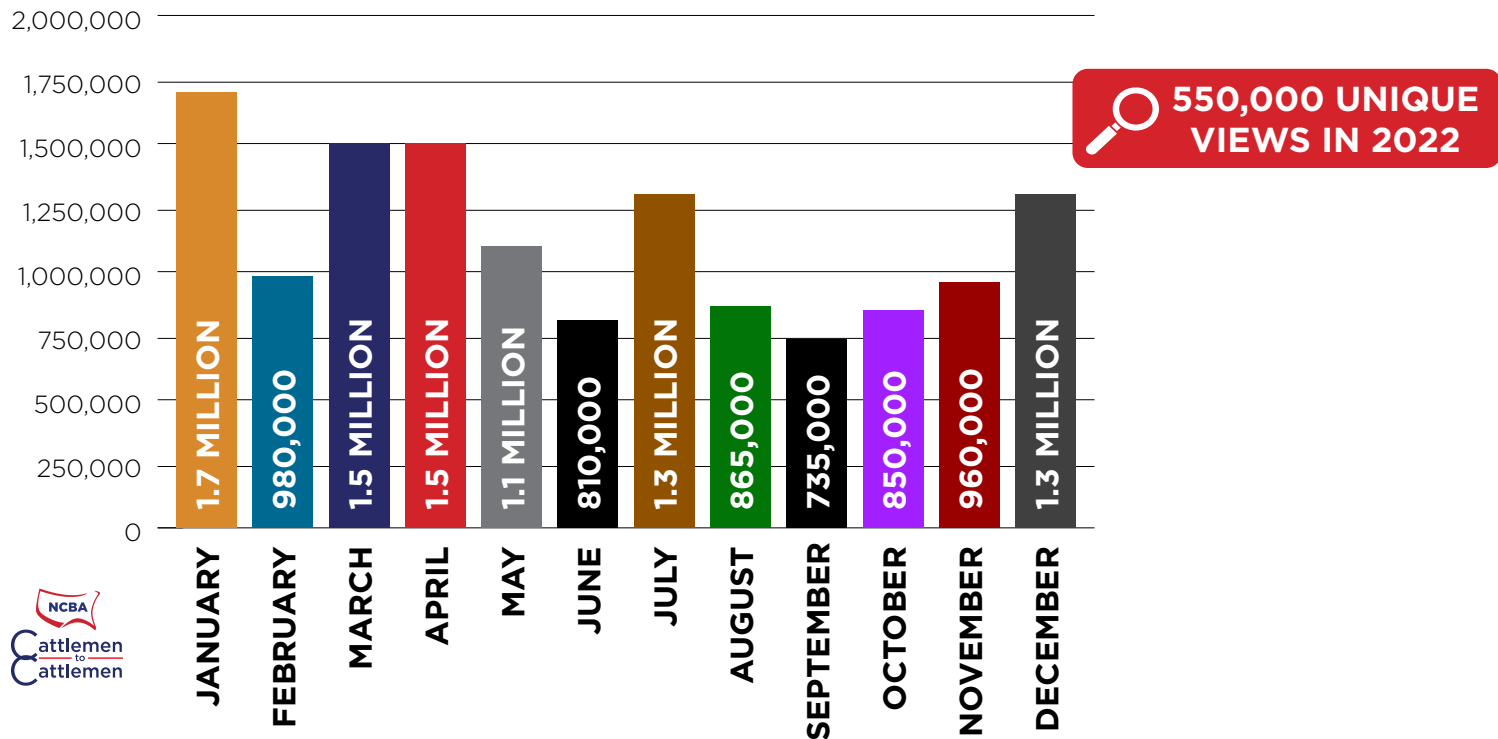
14,000 SUBSCRIBERS

CLICK HERE TO VIEW C2C SEGEMENTS



CATTELMEN TO CATTELMEN NIELSEN RATINGS 2022

Average monthly viewership - 1.2 million



*Effective Jan. 1, 2024

Full Show - \$35,000

Showcase your company's range of expertise and products in one (1) complete show.

- 30-minute show fully produced either in the field or in the studio housed at NCBA headquarters in Denver
- Includes a full production crew, on-air host and three (3) airings on RFD-TV
- Full show and individual components posted to YouTube
- The full show plus all raw footage is provided for your internal use or further editing that can be used on multiple digital platforms



Education Segment - \$17,500

Highlight your company's products/services in a unique educational segment.

- 3 to 5 minute segment produced at a location of your choosing
- Package includes a full production crew, two (2) rounds of edits, show promotion on social media channels and a minimum of three (3) airings
- After airing, a link to the full segment plus all interviews and raw footage is provided for use on your digital platforms

Commercial Packages

- **Monthly - \$10,000:** 12-15 airings of a fully produced 30-second commercial spot
- **Yearly - \$80,000:** 156 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 spot ready to air!

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 (2) “bumps” per episode with website and/or contact information on the screen while the video is playing
- 12 airings

CattleCon Product Feature Block - \$6,500

Highlight your company's latest product or technology on NCBA's *Cattlemen to Cattlemen* at CattleCon & NCBA Tradeshow!

- 3-5 minute interview with one (1) company representative filmed at your trade show booth with *Cattlemen to Cattlemen* reporter
- The product feature will air in the calendar year it was produced (filmed) on an episode of *Cattlemen to Cattlemen* which airs three (3) times a week on RFD-TV
- A link to the interview will be provided for use on your company's digital properties

Market Outlook - \$3,500/segment

Quarterly market update with industry experts

- The sponsor will be announced 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

“ The NCBA's *Cattlemen to Cattlemen* show is clearly a standard by which other industry associations should be measured when it comes to video production. ”
2020 Ag Relations Council Golden ARC Awards Judge

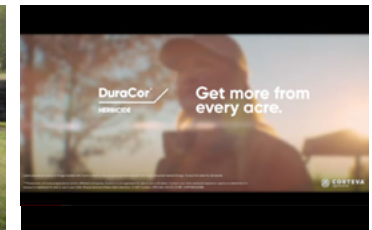
Advertising Information

All pre-produced spots must be received by NCBA's *Cattlemen to Cattlemen* three (3) 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.



WEATHER SEGMENT PACKAGE

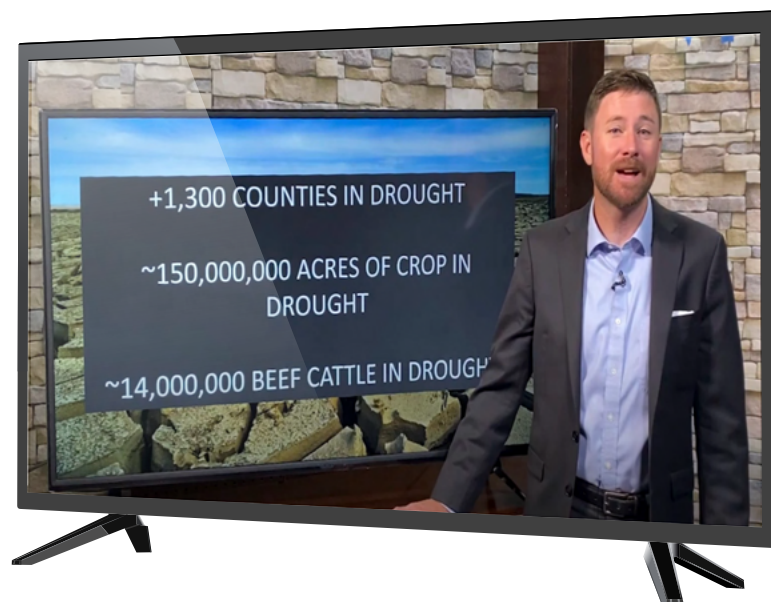


NCBA's commitment to providing valuable information to members and producers extends to consistent updates regarding the weather's impact on farm and ranch management practices. Atmospheric Scientist Matt Makens brings his 20 years of experience communicating vital information about changing weather and helping people understand climate trends to NCBA's *Cattlemen to Cattlemen*, social, print and web properties.

Year-Round Weather Segment Sponsorship - \$50,000

Logo inclusion where all Weather Segments are featured:

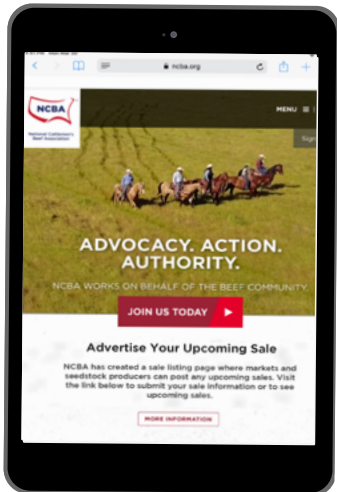
- All printed publications
 - Ten (10) *National Cattlemen*
 - Two (2) *Directions*
- *Cattlemen to Cattlemen*: Two (2) times monthly
- Cattlemen's Call Podcast: Two (2) dedicated episodes a year
- Social: Once (1) weekly
- Newsletters:
 - Weekly Beef Bulletin E-Newsletters
 - One (1) Corporate Partner monthly



REACH YOUR TARGET AUDIENCE AND ELEVATE YOUR CUSTOMER BASE THROUGH NCBA'S WEBSITE AND DIGITAL MEDIA OUTLETS.

NCBA's membership is interested in the information you have to share, so your media buy/package can be leveraged by including our social media marketing. Improve your brand presence and marketing message through our website as well as Facebook, Twitter posts and more.

Website



NCBA.org

- 340,000 page views
- 138,000 users
- Between Oct. 1, 2022 - June 30, 2023



Exclusive Home Page Banner Ad \$1,500

- 1200px x 200px

Rotating Homepage Tile Ad \$1,000

- Three (3) ads are visible at any given time
- 300px x 300px

Rotating Internal Page Banner Ad \$700

- One (1) ad per participating page at any given time
- 1200px x 200px

* Accepted files: JPG, GIF, Flash/SWF

Social Media

- **Facebook (NCBA):** 137K followers, 125K Likes
- **Instagram:** 30K followers
- **Twitter:** 31K followers



Single Facebook/Twitter Post \$1,000

- Boost your Facebook post for an additional \$200

Four (4) Facebook/Twitter Post Package \$3,500

- Sponsor decides months, excluding January & February

24-hour Facebook/Instagram Story \$500

- Sponsor decides date, excluding February

Social Analytics

- **Twitter** - 82,700 average impressions per month
* 1,800 average engagements per month
- **Facebook** - 310,000 average impressions per month
* 8,000 average engagements per month

NCBA BEEF BULLETIN E-NEWSLETTER



The weekly NCBA Beef Bulletin e-newsletter is sent to 13,000+ members of NCBA. The Beef Bulletin includes articles with the latest policy and industry trends along with association updates and a calendar of events.

- **Frequency:** Weekly
- **Average open rate:** 41%



August 6, 2023

AN UPDATE FROM OUR NATION'S CAPITAL

Fill Out NCBA's Producer Tax Survey

NCBA rolled out a [member tax survey](#) last week to evaluate the impact of the federal estate tax on the U.S. livestock industry. Many of the tax provisions NCBA advocated for in the 2017 Tax Cuts and Jobs Act are set to expire at the end of 2025. This includes the federal estate tax, Section 2032(A) Special Use Valuation, Section 179 Expensing, and Bonus Depreciation. NCBA will use this survey to gauge how cattle producers are utilizing the current tax code and shape NCBA's advocacy efforts to secure more tax relief for producers in the coming years. NCBA is encouraging all members to fill out the survey and is looking for producers to share their tax stories to show how the tax code can put undue burden on agricultural enterprises.

[Click here to take the survey.](#)

NCBA Backs Bicameral DRIVE Act

Senator Steve Daines (MT) introduced the Deregulating Restrictions on Interstate Vehicles and Eighteen-Wheelers (DRIVE) Act, which would prohibit the Federal Motor Carrier Safety Administration (FMCSA) from implementing any rule or regulation mandating large commercial motor vehicles (CMVs) engaged in interstate commerce be equipped with a speed limiting device set to a maximum speed. This legislation was introduced in response to a recent [Advanced Notice of Supplemental Proposed Rulemaking](#) on speed limiters from FMCSA.

Why it matters: Any attempt by FMCSA to add another piece of government-mandated technology in the livestock hauling space would make truckers less prepared to adjust to road conditions while actually making the roads less safe. Cattle producers depend on safe and efficient livestock hauling to ensure the cattle supply chain is moving at full capacity. NCBA is a strong supporter of the DRIVE Act and appreciates Sen. Daines supporting legislation that is backed by truckers and makes the roads safer.

Farm and Ranch Estate and Succession Planning Survey

We need your input!
Click here to participate in our survey.

WEEKLY WEATHER WATCH



JOHN DEERE GATOR™ AUCTION

NCBA's Virtual Gator™ Auction opens **TOMORROW!** Follow [this link to register](#) today and begin receiving bidding notifications. Auction goes live tomorrow and runs through **July 7, 2023!**

Disclaimer: This photo may not accurately depict all features and specs included on the Gator for auction. Please refer to Gator information included on the bid site for accurate features and specs.



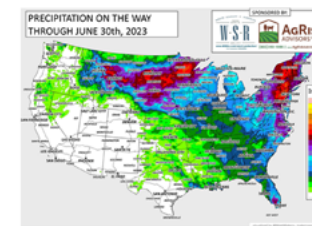
Banner Ad Placement - \$500/week

- One (1) 1200px x 250px Banner Ad



June 25, 2023

WEEKLY WEATHER WATCH



Through the week, areas of rain will favor the Northern Plains and Upper Midwest toward the northeastern states. Overall, many corn areas remain drier than average despite the moisture. Evaporation rates from Texas to Iowa are quite high, and excess rainfall is needed here, but the outlook doesn't favor this region.

The Southern Plains remain in a relatively stagnant weather pattern with occasional storminess but unrelenting heat. Record-setting temperatures will continue for quite some time, particularly through Texas.

Weather watch courtesy of Matt Makens, sponsored by [WDR Insurance](#) and [AgRisk Advisors](#).

JOHN DEERE GATOR™ AUCTION

NCBA's Virtual Gator™ Auction opens **TOMORROW!** Follow [this link to register](#) today and begin receiving bidding notifications. Auction goes live tomorrow and runs through **July 7, 2023!**

Disclaimer: This photo may not accurately depict all features and specs included on the Gator for auction. Please refer to Gator information included on the bid site for accurate features and specs.

Sponsored Block - \$1,000/week

- One (1) 1200px X 700px Block Space
- Can include one of the following:
 - Graphic/image with link
 - Article teaser/text with link to full content piece



Thank you from the Sales & Corporate Relations team!
(Left to right: Barbara Nolan, Kate Ramsey, Summer Johnson, Lindsay Clark, & Jason Jerome)

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