

BOVINE VETERINARIAN

HEALTH. BUSINESS. WELL-BEING.

The Business
and Science of
Cattle Health and
Well-Being



2021
MEDIA KIT



A Letter from the Editor

Dear Reader,

At Bovine Veterinarian, we take pride in being the only business publication specifically targeted to veterinarians—individuals who devote much of their time to addressing the health needs of beef and dairy cattle. As only the third editor in the history of the magazine, I'm excited to continue its legacy of providing veterinarians with practical, actionable information they can use in the clinic or in the field, working side-by-side with farmers and ranchers.

In the year ahead, we will cover topics such as emerging and long-standing disease issues, vaccination protocols, nutrition, marketing and labor needs. We'll also explore new diagnostic tools and technology as well as practices that can help veterinarians take their clinical skills to the next level.

While I look forward to delivering in-depth information to readers with our print version of the magazine, you'll also see more timely, relevant information being available via bovinevetonline.com, newsletters, podcasts and ebooks.

If you have a topic or idea you believe bovine veterinarians can benefit from learning about, drop me an email or give me a call. I look forward to working with you.

Sincerely,

Rhonda Brooks
Editor

Bovine Veterinarian Content Team



Rhonda Brooks,
Editor, Content Projects Manager

Rhonda Brooks is the Editor for Bovine Veterinarian, the country's only business-focused publication that serves veterinarians. Her passion is working with the publication's first-class editorial team to develop and deliver stories that inform, educate and help veterinarians better serve their beef and dairy clients and livestock. She brings 35 years of experience as an editor, managing editor and agri-marketing communications specialist to her current role, which is grounded in her experiences growing up on a beef farm in southwest Missouri. An agricultural journalism graduate of the University of Missouri-Columbia, Rhonda has won more than a dozen communications awards throughout her career from the American Agricultural Editors Association and the National Agri-Marketing Association.

Contact Rhonda:
rbrooks@farmjournal.com

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Contributing Editors **Greg Henderson, Anna-Lisa Laca, Taylor Leach, Jennifer Shike**
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eMedia Analyst **Jenny Shaffstall**
Art Director **Lori Hays**
Proofreader **Megan LaManna**
Vice President, Content **Portia Stewart**
Content Manager, Producer Media **Katie Humphreys**

Our Editorial Mission

Providing solutions to beef and dairy veterinarians and other professionals to enhance animal production and management, operations and overall market performance while addressing social issues and consumer needs.

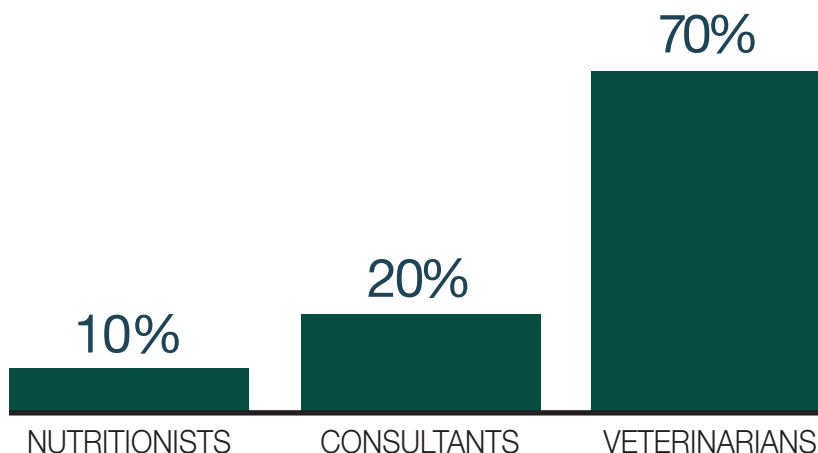


Circulation Overview

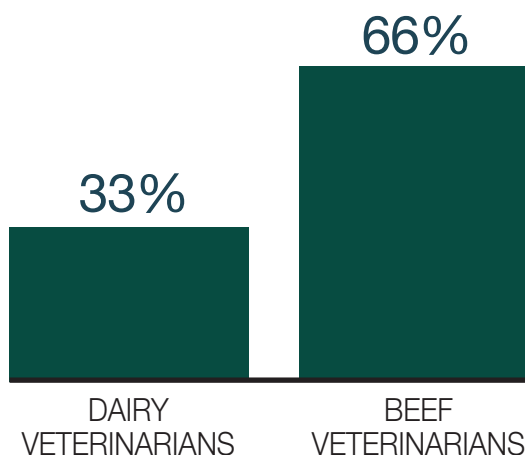
Bovine Veterinarian Total Circulation 13,734

Bovine Veterinarian offers the most comprehensive reach to these critical audiences with information that directly impacts their clients and practices.

Job Title Breakout



Species Focus Breakout



Source: Publisher's data



Print Editorial Calendar

*Tentative content and publishing schedule subject to change.

	CLOSING DATE	MATERIALS DUE	MAIL DATE	EDITORIAL CONTENT*
JAN	12/4/20	12/14/20	1/8/21	<ul style="list-style-type: none"> • Vaccinations • Displaced abomasum
FEB	1/1/21	1/11/21	2/8/21	<ul style="list-style-type: none"> • Umbilical problems • Deworming
MAR/ APR	1/22/21	2/1/21	2/27/21	<ul style="list-style-type: none"> • Anaplasmosis • Dry cow management • Readex Ad Study
MAY/ JUN	3/19/21	3/29/21	4/22/21	<ul style="list-style-type: none"> • Lameness • At-risk calves
JUL / AUG	5/28/21	6/7/21	7/1/21	<ul style="list-style-type: none"> • Cow comfort • Business builders
SEP	7/23/21	8/2/21	8/20/21	<ul style="list-style-type: none"> • Septic arthritis • Conservation
OCT	8/27/21	9/6/21	9/24/21	<ul style="list-style-type: none"> • Labor needs • Genetics
NOV/ DEC	9/24/21	10/4/21	10/29/21	<ul style="list-style-type: none"> • Antibiotic stewardship • Vaginal prolapse

Frequent Expert Series

- Feedlot Health Services Group — post-mortem series



360-Degree Product Integration

Print Digital Broadcast Events Research

TECHNICAL SHEETS

Customized content with exclusive sponsorship in a 4-page insert with Farm Journal branding. Includes your subject and full-page ad. Pricing starts at \$20,150.

- 4-page insert, designed to be a removable resource
- 3 pages of editorial content, 1 page for brand messaging
- High-impact, 4-color, 60# gloss text stock
- Up to 2,000 extra copies bulk distributed to one location

Working to Balance Bacteria
By James Pipkin

Feeding balance will vary to do this, on a dairy farm. Feeding balance between good and bad bacteria can make all the difference in cow health.

Recent cow health reports point to feeding a probiotic, such as BOVAMINE® Dairy for Cows, to help in the balance. In fact, good cow health is a goal, according to Dr. Chris Quintan, senior global product manager for milk products at Ceva Health.

The main goal of probiotics is to support normal healthy gut function in the cow, Quintan says.

Why probiotics matter

Probiotics are live, viable organisms that provide a health benefit to their host animal. According to Quintan, research shows feeding probiotics can reduce the pathogen load inside the host or alter the way the organism acts. The same research also shows probiotics can interact with those within the gastrointestinal tract of the host in many positive ways.

The end result is often a more efficient animal that is better able to digest feedstuffs and express nutrients. In the dairy cow, probiotics improve a healthy rumen and

lower GI tract, allowing the animal to use those nutrients for maintenance, defense or more milk production, Quintan adds.

In addition to being an important site of nutrient absorption, the rumen microbial population provides a number of health-related functions. It serves as both a physical and chemical barrier, participates in immune responses, and stores and releases a number of essential vitamins. Disrupting probiotics can cause increased intestinal permeability, as a result, undigested feed particles and foreign antigens result in a "leaky gut" scenario in the rumen. These feed particles and antigens can cause inflammation and

lower GI tract, allowing the animal to use those nutrients for maintenance, defense or more milk production, Quintan adds.

Probiotics can help dairies balance beneficial and pathogenic bacteria like Clostridium, E. coli, and Salmonella.

of "dove" (left) for reduced risk of enteric disease returns more profitable by the reduction of pathogens. It also prevents the risk of enteric disease.

BOVAMINE® Dairy for Cows
Number of weekly health events at 1,400 cow dairy
Feed data collected over 6 years from a large dairy

BOVAMINE Dairy (green) shows a significant reduction in health events compared to the control group (red).

Research proves results

A recent study at Michigan Veterinary Services in Chatham, Michigan, examined how probiotics can counteract the negative impact of *Charalium putrefaciens* sp. 8. According to Bryan, the study found significant improvements in diarrhea and appetite rates, as well as a total improvement in mortality in animals that were fed the combination probiotic relative to controls.

Additional data compiled through field observations to cover that time for the combination product, examined more than 130,000 lactating cows on 14 dairies in Idaho, Washington and California from Sept. 2015 through March 2019. Feed and fecal samples were collected at differing intervals. Sample results indicated for most cow age groups, including adult pregnant, fresh and first-lactating and second-lactating, were also evaluated.

Lactational age was in the field observation study tended to show a reduction in *Charalium* load and an improvement in fiber and starch digestibility as well as overall gut health.

"We're seeing the ability for these bacteria to

remain live and active and ultimately affect the state of the microorganisms in the digestive system to positively impact the animal from a digestibility and gut health standpoint."

Lactational age that tracking digestibility from pre-lactating to the adult probiotic combination through 90 days of lactation, an improvement in 5% improvement in total digestible nutrients (TDN) digestibility was observed, as well as about 1% additional health in each digestibility.

Bacteria combination that counts

According to Bryan, feeding this unique combination of probiotics to cows every day should support a healthy rumen, healthy farm gate and a healthy producer and other crew.

Lactational age "Based on research with BOVAMINE Dairy and also the corresponding field observations that we're seeing with the new combination product, we're obtaining effects on the digestibility of the feed and allowing cows continue to be available to their animal to use for readers."

"I'd like to see this new product, BOVAMINE Dairy Plus, come out this fall. These representatives or technical service manager."

Source: www.bovineveterinarian.com

FOCUS REPORTS

Customized editorial with exclusive sponsorship opportunity in an 8-page gatefold insert. Includes 3 pages of your ads. Topics should be relevant industry issues and actionable. Pricing starts at \$26,600.

- 8-page insert, designed to be a removable resource
- 5 pages of editorial content, 3 pages for brand messaging
- High-impact, 4-color, 80# gloss text stock
- Up to 2,000 copies bulk distributed to one location

PRODUCERS' GUIDE TO BREEDING SEASON SUCCESS
By Mike Goss

Whether it's a sports game or the very real game of life, most experts agree that success comes from using the fundamentals.

The Bock, an author and published developmental speaker often quoted for his motivational, goal setting coaching. "Success is neither magical nor mysterious. Success is the natural consequence of consistently applying the four fundamentals."

Likewise, the professional basketball player Michael Jordan has said, "When you're going, that's how the fundamentals of basketball. You don't have all the physical ability in the world, but you do have 100 percent of the fundamentals."

In the world of efficiency, sustainability and productivity in today's beef industry, the same is true. Applying producers' fundamentals are integral to success. With these four fundamentals of breeding, nutrition, health and breeding, you'll have the tools and management practices to control the length of the breeding season.

"Implementing strategies to achieve each of these fundamentals can ensure a successful breeding season, which in turn can translate to a profit of income between the cows receiving proper nutrition and appropriate herd health management and more milk to produce more money. Keep each of the fundamentals and report the quality of production during the year."

In this special Focus Report, the state critical to managing the cow herd, as well as all areas of the breeding season and animal and personnel. Collectively, each management practice contributes toward a positive outcome across the herd.

For perspective, consider the value of another fundamental aspect, LCA (Lactation Cows). We ask, "Is the herd doing that are vital. Little things make big things happen."

ALSO OFFERED

- Advertorials
- Content marketing
- Custom publishing

OTHER FARM JOURNAL PUBLICATIONS





360-Degree Product Integration

Print **Digital** Broadcast Events Research

MOBILE KEYWORD AUTO RESPONDER

Have readers text a unique keyword to 31313 and keep the conversation going with your print, broadcast or other non-digital marketing campaigns. Keyword Auto Responder adds digital engagement and analytics to any campaign. Offered for full page ads only.

Each Keyword Auto Responder campaign includes three elements:

- Farm Journal shortcode (31313)
- Specific Keyword
- Content - You must provide message assets in advance of the campaign including image, audio or video up to 400 characters of text and a URL content as follows:

LEGAL

One of the below must appear within the Keyword Auto Responder ad, dependent upon whether the ad is contest based.

OPTING IN FOR MESSAGES DISCLAIMER

By clicking this box you agree to receive text messages, telemarketing messages and/or prerecorded voice calls delivered using an automatic telephone dialing system. These messages will be sent from Farm Journal Mobile and may be accompanied by marketing messages. Consent is not required for purchase of products. Carrier message and data rates may apply. More than one message may be delivered daily. To cancel, reply "No (Keyword)" For help, reply "HELP".

CLIENT SWEEPSTAKES PROMOTION DISCLAIMER

By texting in (Keyword) you agree to receive from Farm Journal one or more text messages about this sweepstakes delivered from an auto-dial system. No purchase required for entry. Message and data rates may apply. Reply "No (Keyword)" to cancel or "HELP" for help.



REPORTING

Each month, advertisers will receive a report on activity from the prior month, including the number of individuals who have responder to your keyword or clicked your link. For options on retargeting these individuals with additional messaging, please contact your Farm Journal rep.

Mobile Keyword assignments must be requested at least two weeks prior to the ad material close.

360-Degree Product Integration

Print **Digital** Broadcast Events Research



RESOURCE CENTERS

Developed around a key industry topic and connected to Bovine Veterinarian brand website. Includes creation of promotional ads driving traffic towards the center. Pricing starts at \$5,000 per month.

- 100% sponsored content
- A content portal with at least three new updates per month
- Integrated multimedia campaigns to drive traffic to your Resource Center
 - Includes creation of promotional ads driving traffic towards the center.
 - Inline Native ad in BoVet eNewsletter
 - Native Ad targeting veterinarian audience across all FJ sites
- Analysis, audience profile reporting and optimization to improve content
- Optional Add-ons include increased digital promotions and turn key content creation

LEARNING CENTERS

Developed around a key industry topic and connected to Bovine Veterinarian brand website. Includes editorial and sponsored content as well as promotional tactics. Pricing starts at \$6,000 per month.

- Both editorial and sponsored content
- A content portal with at least three new updates per month
- Integrated multimedia campaigns to drive traffic to your Learning Center
 - Inline Native ad in BoVet eNewsletter
 - Native Ad targeting veterinarian audience across all FJ sites
- Analysis, audience profile reporting and optimization to improve content
- Optional Add-ons include increased digital promotions and turn key content creation

Also offered

Mobile optimized/
responsive design

Mobile custom T-Blast

Mobile pulse polls

IAB mobile advertising

IAB web advertising

High-impact units

Audience Extension off-site
1-to-1 veterinarian
targeting (display,
mobile, pre-roll,
eNews, native)

Lead generation

Social

Video options

360-Degree Product Integration

Print **Digital** Broadcast Events Research



2021
MEDIA KIT

CUSTOM WEBSITES

Your own custom microsite. Includes design and development along with metrics. Prices starting at \$30,000.

- Initial framework and design development
- Depth of site is developed by project goals
- Content can be customized for your project or we can use existing content
- Analytics to make actionable adjustments
- Site maintenance

DATABASE – PRECISION MARKETING

Audience Extension

Run-of-Network

Targeted eBlasts

Targeted text blasts

Targeted social media

Data licensing

Marketplace analytics

Customer list hygiene

Demographic appends

List rental

Dynamic mapping

Customer profiles and segmentation

Data-driven digital campaigns



360-Degree Product Integration

Print Digital **Broadcast** Events Research

PODCAST

Manage production of a podcast using your spokespeople. Pricing starts at \$15,000 (5-part) and \$24,000 (10-part).

- 90-second to 15-minute podcast
- Promotion through the Farm Journal network
- Ownership of the podcast to distribute on your website, social media and emails
- Contact your National Account Manager for a detailed promotional outline equal to your investment

SHORT-FORM VIDEO

Develop a short-form video using your spokespeople. Pricing starts at \$5,000.

- 90-second to 3-minute video
- Promotion through the Farm Journal network
- Ownership of the video to distribute on your website, social media and emails
- Contact your National Account Manager for a detailed promotional outline equal to your investment

LONG-FORM VIDEO

Develop a long-form video using your spokespeople and industry experts. Pricing starts at \$7,900.

- 5- to 10-minute video
- Promotion through the Farm Journal network
- Ownership of the video to distribute on your website, social media and emails
- Contact your National Account Manager for a detailed promotional outline equal to your investment

LIVE FROM

AMERICAN ASSOCIATION OF BOVINE PRACTITIONERS (AABP) 2021 Conference

On-demand video from your trade show booth promoted beyond the event.

Live From \$5,000

- Freelance videographer
- Routing/project management
- Hosted page built, video player managed, etc.
- BoVet Week In Review Inline Native Ad
- Social targeting (Facebook approx. 20,000 impressions) for 1 week
- Native Run-of-Network package of 20,000 impressions

Live From Plus

Additional digital Live From promotion available upon request.

Virtual Live From

- Routing/project management
- Hosted page built, video player managed, etc.
- Promotional tactics match Live From

WEBISODES

Develop a bite-sized video using your spokespeople and industry experts. Pricing starts at \$7,500.

- :15 - :60 video
- Compatible length for digital pre-roll ads and broadcast spots
- Ownership of the video to distribute on your website, social media and emails



360-Degree Product Integration

Print Digital Broadcast **Events** Research

WEBINAR

Webcast promoting your topic or an editorial topic. Includes promotional package, recording, live Q&A and on-demand hosting. Pricing starts at \$11,000.

- Prerecorded 45- to 60-minute webinar with live Q&A optional
- Moderator provided
- Promotional efforts will include RON ads, eNewsletter promotions, eblasts and tblasts equal to investment

CUSTOM EVENTS

Your event designed with Farm Journal professional event planners. May include your speakers and our speakers. We handle promotion, logistics and details. Pricing starts at \$30,000.

- Event concepting, including theme, look and feel
- Event logistics, including venue, agenda and speakers
- Event promotion through the Farm Journal network

ROUNDTABLE

Forum for experts and industry leaders to have a discussion on a specific topic. Includes the actual event, moderator, and videotaping. Pricing starts at \$12,800 for virtual roundtable and \$32,000 for in-person roundtable.

- Event planning and execution
- Raw video footage of roundtable event
- Written transcript of roundtable event
- Option to promote via digital or print

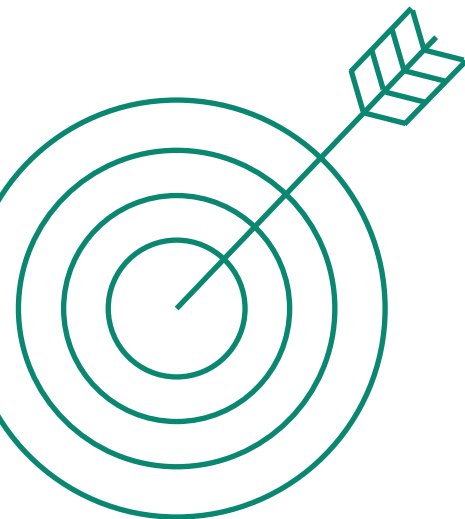
Print Digital Broadcast Events **Research**



QUANTITATIVE AND QUALITATIVE STUDIES

Online, phone, mobile or print surveys with or without analysis. Pricing varies based on scope and details of project.

- Research studies are customized to meet your needs
 - o Brand survey
 - o Benchmark and tracking survey
 - o Issue management survey
 - o Perception survey
 - o Mobile survey
- Methodologies may include
 - o Online survey
 - o Print survey
 - o Phone survey
 - o Focus groups
 - o In-depth interviews
 - o Secondary research
- Custom reports to communicate results





Rate Card

Print Digital Broadcast Events Research

2021 PRINT RATES*

FOUR COLOR	1x	6x	12x	24x	DIMENSIONS
2-page spread	\$10,695	\$10,270	\$9,840	\$9,410	Each page 7.75" x 10.375" (bleed) / 7" x 9.625" (non-bleed)
1-page	\$ 5,350	\$ 5,135	\$4,920	\$4,705	8" x 10.75" (bleed) / 7" x 10" (non-bleed)
2/3-page	\$ 4,170	\$ 4,005	\$3,840	\$3,670	4.375" x 9.625"
1/2-page spread	\$ 6,580	\$ 6,315	\$6,050	\$5,790	Each page 7.75" x 5.25" (bleed) / 7" x 4.75" (non-bleed)
1/2-page jr page	\$ 3,745	\$ 3,595	\$3,445	\$3,295	4.875" x 7.125" (bleed) / 4.375 x 6.625 (non-bleed)
1/2-page vertical/horizontal	\$ 3,530	\$ 3,390	\$3,245	\$3,105	3.25" x 9.625" / 7" x 4.75"
1/3-page vertical/square	\$ 2,675	\$ 2,565	\$2,460	\$2,355	2.125" x 9.625" / 7" x 3" / 4.375" x 4.875"
1/4-page vertical/horizontal	\$ 2,355	\$ 2,260	\$2,165	\$2,070	3.25" x 4.75" / 4.375" x 3.5"
1/6-page vertical/horizontal	\$ 2,030	\$ 1,950	\$1,870	\$1,790	2.125" x 4.875" / 4.5" x 2.125"

MARKETPLACE RATES*

Marketplace ads are in the back of the magazine, with multiple ads per page. Dimensions are the same as above.

PAGE SIZE	1x	6x
1/2-page vertical/horizontal	\$1,550	\$1,490
1/3-page vertical/square	\$1,230	\$1,180
1/4-page vertical/horizontal	\$ 910	\$ 875
1/6-page vertical/horizontal	\$ 800	\$ 770
1/8-page vertical/horizontal	\$ 640	\$ 615

Print **Digital** Broadcast Events Research

3RD-PARTY eBLAST*

AUDIENCE SIZE	CPM
10,000+	\$240
9,999 or under CPM	\$365
Vets, Nutritionists, Consultants, etc.	\$480

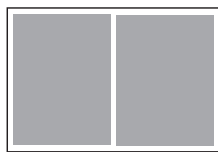
*All rates are net full run and subject to change.



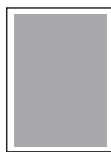
2021
MEDIA KIT

Print Specs

Print Digital Broadcast Events Research



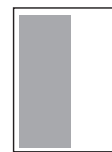
Spread
(non-bleed)
7" x 9.625"
each page



Full Page
(non-bleed)
7" x 9.625"



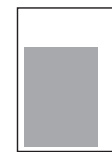
1/2-Page Spread
(non-bleed)
7" x 4.75"
each page



1/2-Page
Vertical
(non-bleed)
3.25" x 9.625"



1/2-Page
Horizontal
(non-bleed)
7" x 4.75"



1/2-Page
Island
(non-bleed)
4.375" x 6.625"

Spread
(bleed)
7.75" x 10.375"
each page

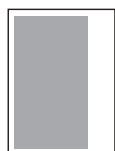
Full Page
(bleed)
7.75" x 10.375"

1/2-Page Spread
(bleed)
7.75" x 5.25"
each page

1/2-Page
Vertical
(bleed)
3.75" x 10.375"

1/2-Page
Horizontal
(bleed)
7.75" x 5.25"

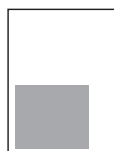
1/2-Page
Island
(bleed)
4.875" x 7.125"



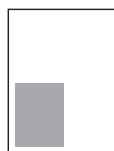
2/3-Page
(non-bleed)
4.375" x 9.625"



1/3-Page
Vertical
(non-bleed)
2.125" x 9.625"



1/3-Page
Square
(non-bleed)
4.375" x 4.875"



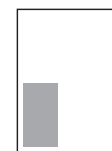
1/4-Page
Vertical
3.25" x 4.75"



1/4-Page
Horizontal
4.375" x 3.5"



1/6-Page
Horizontal
4.5" x 2.125"



1/6-Page
Vertical
2.125" x 4.875"

2/3-Page
(bleed)
4.875" x 10.375"

1/3-Page
Vertical
(bleed)
2.625" x 10.375"

1/3-Page
Square
(bleed)
4.875" x 5.375"

Trim Size: 7.5" x 10.125"

**Right reserved to crop up to .1875" from either side of a page to compensate for variations in trimmed page size depending upon page position in the magazine and the shingling effect of saddle stitch binding. Keep essential live matter at least .625" from bleed page width dimension at trim side of an ad. Keep type matter .25" from center fold in all gutter bleeds and .5" from bleed page depth dimension at head and foot of ad. For black & 1 color ads, the second color should be a process color or simulated using process colors. Matched colors are available by special arrangement.

Use caution for facing page spreads. Slight variations in gutter alignment occur. Therefore, it is essential that reader matter, lettering, rules and detail images which may spread across gutter be avoided when possible.

Printing Process: Web Offset

Binding Method: Saddle stitched

Magazine Trim Size: 7.5" x 10.125"

Preferred Format: PDF/X-1a

Spreads: Spread format is acceptable with center crop marks indicated.

Photos and Graphics: Please be sure that all images within ads are high resolution (300 dpi).

Fonts: Fonts must be embedded in file.

Media Transfer: PDF/X-1a files are preferred. To upload, please send your file to cignoffo@farmjournal.com.

Printed inserts should be sent to:

LSC Communications
Attn: Casey McCaskey
1600 N. Main St.
Pontiac, IL 61764
Phone: (815) 844-1831

*All rates are net full run and subject to change.



2021 DIGITAL RATES

SIZE (Pixel)	EXPANDABLE SIZE (Pixel)	AD UNIT	NET CPM	FILE SIZE	FILE TYPE*	OPTIONAL ANIMATION LENGTH
728x90, 300x250, 320x50	728x270 600x250	Leaderboard, Medium Rectangle, Mobile Banner	\$65	728x90, 300x250 (150KB), 320x50 (50KB)	JPG, GIF, HTML5* or 3rd-party tags	:15
300x600		Half page	\$65	200KB	JPG, GIF, HTML5* or 3rd-party tags	:15
100x100 50-character headline (includes spaces) 150-character body copy (includes spaces)		Native (text)	\$65	100K		

Native Ad Guidelines:

- Images and copy should avoid branding.
- Copy should read like editorial headlines.
- Content provided should not be pure product pages and should be "of use to the farmer." Suggested content includes white papers, blogs, educational tools and calculators, research studies or video content.

2020 SPECIAL AD OPPORTUNITIES

AD UNIT	
ROS Demo Targeting/Keyword	Net CPM + 25%

2021 HIGH-IMPACT RATES

SIZE (Pixel)	AD UNIT	NET CPM	FILE SIZE	FILE TYPE*	OPTIONAL ANIMATION LENGTH	OTHER
1380x90	Expanded Marquee	\$100 + 25% for targeting	350K	JPG, GIF, HTML5* or 3rd-party tags		
Top 3 units – 728x90 1x, 300x250 2x	Home page Road Block	\$165	100K	JPG, GIF, HTML5* or 3rd-party tags	:15	
640x480	Pre/Post-roll video	\$150	50MB	mp4 files at 1280x720, h264 encoded preferred	:15	
All display add sizes 728x90, 300x250, 320x50, 300x600	Exclusive Page Sponsor	\$5,000 flat rate per week				
640x480	Outstream Videos	\$150 Variable monthly inventory		Mp4, Vast 2.0 (Max size is 50MB, if using Mp4) Max rate: 29.97 RECOMMENDED length: 0:30		3rd-party Tracking / Click-vast or UTM Impression- 1x1 pixel URL or INS TagScript
640x480	Blended Video	\$120		Mp4, Vast 2.0 (Max size is 50MB, if using Mp4) Max rate: 29.97 RECOMMENDED length: 0:15 or 0:30		3rd-party Tracking / Click-vast or UTM Impression - 1x1 pixel URL or INS Tag Script



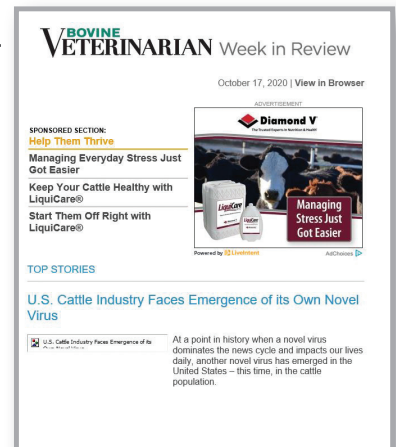
eNewsletters

BOVINE VET WEEK IN REVIEW
eNEWSLETTER Delivered Saturday

CIRCULATION
12,330

AD UNIT	AVAILS	SIZE (Pixel)	NET PRICE	FILE SIZE	FILE TYPE
Marquee	1	970x250 ad unit	\$750		1 click URL
Module		This placement can be demo/geo targeted, 300x250 ad unit		(price varies based on list size)	
Medium rectangle	2	300x250	\$900	40K	Static JPG
Inline Native	1	100x100 logo or image Headline – 25 characters max Body copy – 75 characters max	\$800	40K	Static JPG for image, copy for headline and body, URL

*Farm Journal only accepts HTML5 in 3rd-party tags. This is to ensure functionality and tracking. We will work with clients without 3rd-party tags, but there is a cost of \$500 per creative associated with setup.



Hosted by Tyne Morgan

120+ Terrestrial Affiliate Network
RFD-TV, Saturday @ 9:00 AM, and Sunday @ 3:00 PM, CDT
Audio simulcast on SiriusXM Rural Radio Channel 147
On Demand at AgWeb.com, Farm Journal TV app and the Farm Journal OTT platform



Hosted by Clinton Griffiths

111+ Terrestrial Affiliate Network
RFD-TV, Monday-Friday, 8:00 AM, CDT
Audio simulcast on SiriusXM Rural Radio Channel 147
On Demand at AgWeb.com, Farm Journal TV app and the Farm Journal OTT platform



Hosted by Chip Flory

120+ Terrestrial Affiliate Network
SiriusXM, Satellite Radio, RFD Rural Channel 147
Live streaming and On Demand at AgWeb.com and the AgriTalk App and wherever podcasts are found

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ABOUT FARM JOURNAL

Farm Journal is the nation's leading business information and media company serving the agricultural market. Started 143 years ago with the preeminent Farm Journal magazine, the company serves the row crop, livestock, produce and retail sectors through branded websites, eNewsletters and phone apps; business magazines; live events, including conferences, seminars and tradeshow; nationally broadcasted television and radio programs; a mobile text marketing business; and an array of data-driven paid information products. Farm Journal also is the majority shareholder of the online equipment marketplace, Machinery Pete LLC. In 2010, Farm Journal established the non-profit, public charity Farm Journal Foundation dedicated to help sustain agriculture's ability to meet the vital needs of a growing population through education and empowerment.