

DROVERS

Driving the Beef Market



2021
MEDIA KIT

A Letter from the Editor



From trail drives and three-year-old steers to EPDs, DNA and BQA, the lingo might have dramatically changed, but timely information remains vital to the success of the cattle and beef industry. Drovers continues a 147-year commitment to ranchers and stockmen, providing timely news, markets and management information.

Today's Drovers has unprecedented reach across the industry, delivered through the multimedia platforms of Farm Journal. Our print magazine offers a circulation of 215,000, while the Drovers brand delivers daily news and market information on Drovers.com, AgriTalk radio and AgDay TV.

We're constantly striving to provide the most complete and comprehensive coverage of all things beef to farmers and ranchers. Our staff — both editorial and sales — is a unique team with plenty of dirty-boots experience and a passion for agriculture. We're dedicated to continuous improvement to all Drovers products, so we can respond to a rapidly changing and consolidating market and serve our readers and clients with the industry's best information and communication initiatives.

While both the beef industry and Drovers have dramatically changed since the first Chicago Daily Drovers Journal was published in 1873, our mission and commitment to the industry remains steadfast.

Sincerely,

Greg Henderson
Editorial Director, Drovers

Drovers Content Team



Greg Henderson,
Editorial Director

Raised on a ranch in the southern Flint Hills of Kansas, Greg Henderson earned a bachelor's degree in agricultural journalism and economics, and a master's degree in journalism from Kansas State University. He began his career at Drovers in 1984 and was named editor in 1992. Greg joined Farm Journal as editorial director of Beef Today in 2013 and returned to Drovers in that same capacity in 2016 when Drovers was acquired by Farm Journal. He remains active in the industry as an owner of the family ranch.

Contact Greg:
ghenderson@farmjournal.com

Editor Emeritus

Fred Knop

Digital Content Producer

Katie James

Contributing Editors

**Chip Flory, Clinton Griffiths,
Betsy Jibben, Anna-Lisa Laca,
Tyne Morgan**

Columnists

**Whit Hibbard, John Nalivka,
Justin Sexten, Jared Wareham**

Markets Statistician

Carolyn Dvorak

eMedia Analyst

Taylor Leach

Art Director

Lori Hays

Proofreader

Megan LaManna

Vice President, Content

Portia Stewart

Content Manager,
Producer Media

Katie Humphreys

Content Projects Manager

Rhonda Brooks

Our Editorial Mission

Drovers' objective is to provide cattle producers with useful, timely business, production and management information to help them succeed in a changing and often volatile environment.



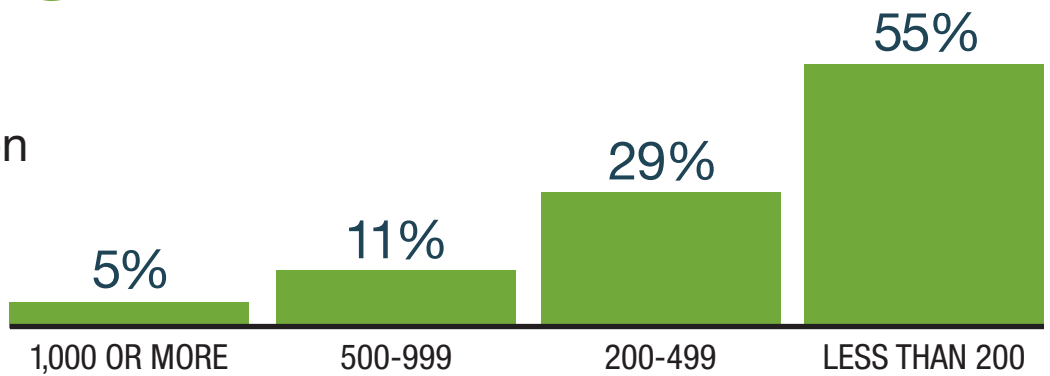
Circulation Overview

Drovers Total Circulation

215,035*

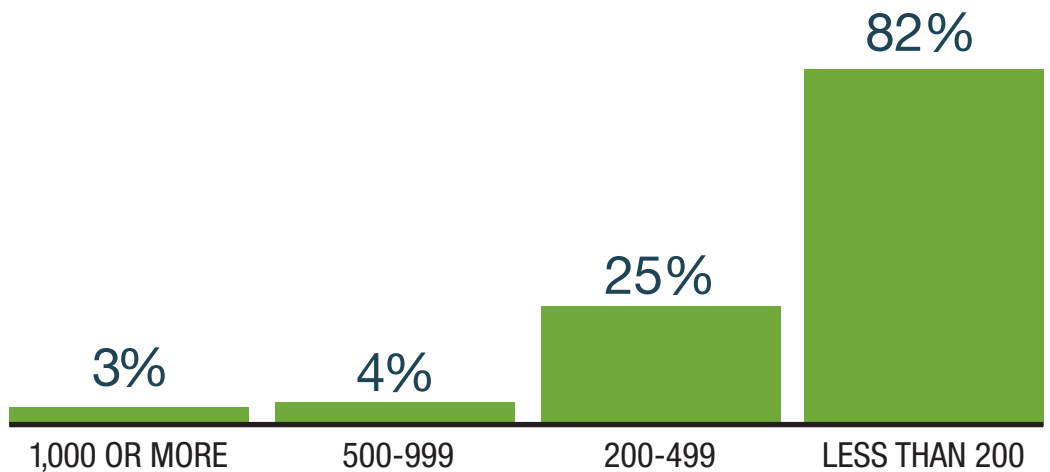
Drovers Total Cow-Calf Circulation (Herd Size)

188,346



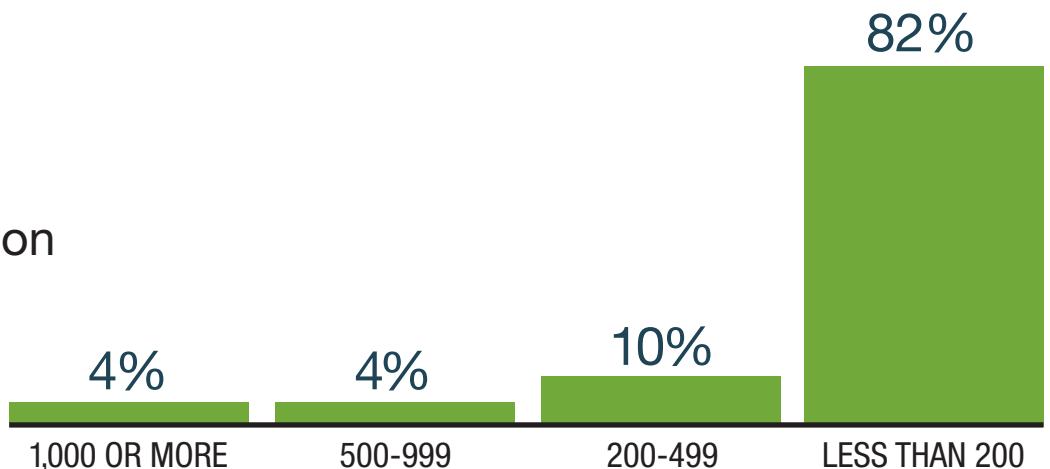
Drovers Total Stocker Circulation (Herd Size)

98,408



Drovers Total Fed Cattle Circulation (Herd Size)

84,837



*Source: June 2020 Alliance for Audited Media



Our Advantage/Competitive Differentiation

Subscribers
Cows-Owned

100+ Cows

132,592



DROVERS

500+ Cows

32,943



DROVERS

Subscribers
Stockers,
Backgrounders

100+ Head Marketed

62,459



DROVERS

500+ Head Marketed

14,557



DROVERS

Subscribers
1,000+ Fed Cattle
Sold Annually

9,185



DROVERS

Subscribers
Owners, Co-owners
or Company Officers

199,618



DROVERS

Percent of
Circulation
Renewed at 1 Year

69.3%



DROVERS

Source: June 2020 Alliance for Audited Media



Print Editorial Calendar

	CLOSING DATE	MATERIALS DUE	MAIL DATE	EDITORIAL CONTENT*	*Tentative content and publishing schedule subject to change.
JAN	11/23/20	11/30/20	1/5/21	<ul style="list-style-type: none"> • 2021 market outlook • NCBA convention preview 	
FEB	12/28/20	1/5/21	2/9/21	<ul style="list-style-type: none"> • Pasture & grazing management • Controlled grazing for soil health 	
MAR	1/25/21	2/2/21	3/9/21	<ul style="list-style-type: none"> • Parasite control • Managing for parasite resistance 	
APR	2/22/21	3/2/21	4/6/21	<ul style="list-style-type: none"> • Breeding season prep • Should you consider AI? 	
MAY	3/22/21	3/30/21	5/4/21	<ul style="list-style-type: none"> • Hay and feed quality • Storage options for harvested forage 	
JUN / JUL	5/24/21	6/1/21	7/6/21	<ul style="list-style-type: none"> • Preconditioning primer • Manage for heat stress 	
AUG	6/21/21	6/29/21	8/3/21	<ul style="list-style-type: none"> • Retained ownership analysis • Alternative marketing methods for calf crop 	
SEP	7/26/21	8/3/21	9/7/21	<ul style="list-style-type: none"> • Beef quality update • Key consumer demand issues • Readex ad study 	
OCT	8/23/21	8/31/21	10/5/21	<ul style="list-style-type: none"> • Winter feeding facilities • Stocker marketing strategies 	
NOV / DEC	10/4/21	10/12/21	11/16/21	<ul style="list-style-type: none"> • Update on development of national traceability program 	



2021
MEDIA KIT

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 \$36,700.

- 4-page insert, designed to be a removable resource
- 1-2 pages of editorial content, 1 page for brand messaging
- High-impact, 4-color, 80# gloss text stock
- Up to 2,000 copies bulk distributed to one location



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 \$49,100.

- 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



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 Drovers 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.
 - Native Ad targeting beef audience across all FJ sites
 - Inline Native Ad in Drovers eNewsletter
- 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 Drovers 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 Drovers eNewsletter
 - Native Ad targeting beef 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 tBlast

Mobile pulse polls

IAB mobile advertising

IAB web advertising

High-impact units

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

Lead generation

Social

Video options

360-Degree Product Integration

Print **Digital** Broadcast Events Research



CUSTOM WEBSITES

Your own custom microsite. It 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

NATIONAL CATTLEMEN'S BEEF ASSOCIATION (NCBA) 2021 Annual 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.
- Drovers Enewsletter 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

Guidelines/restrictions apply. Please contact your account manager for more information.

360-Degree Product Integration

Print Digital **Broadcast** Events Research



DROVERS RADIO

- Weekly: Thursdays
- Latest beef industry news with the Drovers team and Chip Flory
- Sponsorship includes:
 - opening billboard
 - accompanying :30 or :60 commercial

Minimum 13-week commitment required

Net price:

:30 \$11,050 :60 \$22,100

DROVERS TV

- Weekly: Thursdays
- Latest beef industry news with Drovers team and Clinton Griffiths
- Sponsorship includes:
 - opening :10 billboard
 - accompanying :30 commercial

Minimum 13-week commitment required

Net price:

:30 \$28,600 :60 \$57,200



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

Guidelines/restrictions apply. Please contact your account manager for more information.



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. May include your speakers and our speakers. We handle promotion, logistics and details. Pricing starts at \$30,000.

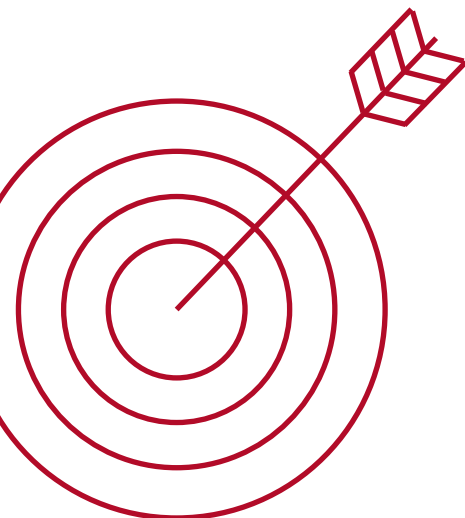
- Event concepting, including theme, look and feel
- Event logistics, including venue, agenda and speakers
- Event promotion through the Farm Journal network

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
- Optional add-on of promoting through print or digital
- Raw video footage of roundtable event
- Written transcript of roundtable event

Print Digital Broadcast Events **Research**



QUANTITATIVE AND QUALITATIVE STUDIES

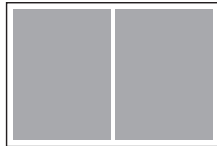
Online, phone, mobile or print surveys with or without analysis. Pricing varies based on scope and details of project.

- 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



Print Specs

Print Digital Broadcast Events Research



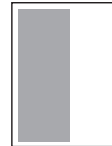
Spread
(non-bleed)
7" x 9.625"
each page



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



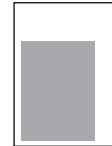
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(non-bleed)
7" x 4.75"
each page



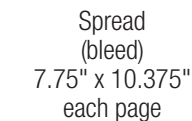
1/2-Page
Vertical
(non-bleed)
3.25" x 9.625"



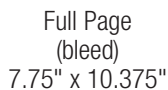
1/2-Page
Horizontal
(non-bleed)
7" x 4.75"



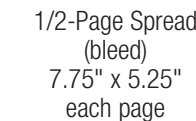
1/2-Page
Island
(non-bleed)
4.375" x 6.625"



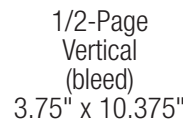
Spread
(bleed)
7.75" x 10.375"
each page



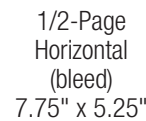
Full Page
(bleed)
7.75" x 10.375"



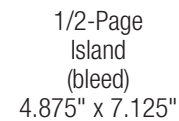
1/2-Page Spread
(bleed)
7.75" x 5.25"
each page



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



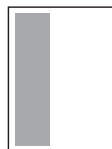
1/2-Page
Horizontal
(bleed)
7.75" x 5.25"



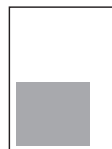
1/2-Page
Island
(bleed)
4.875" x 7.125"



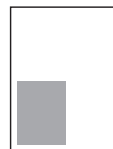
2/3-Page
(non-bleed)
4.375" x 9.625"



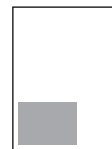
1/3-Page
Vertical
(non-bleed)
2.125" x 9.625"



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



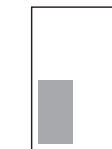
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Vertical
(non-bleed)
3.25" x 4.75"



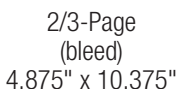
1/4-Page
Horizontal
(non-bleed)
4.375" x 3.5"



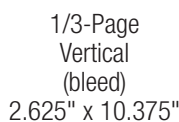
1/6-Page
Horizontal
(non-bleed)
4.5" x 2.125"



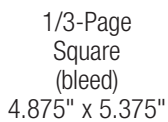
1/6-Page
Vertical
(non-bleed)
2.125" x 4.875"



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 Michelle Bauer, mbauer@farmjournal.com.

Printed inserts should be sent to:

Farm Journal, Top Producer, Drovers:

LSC Communications
Attn: Charles Kelly
3201 Lebanon Road
Danville, KY 40422
Phone: (859) 238-2635

Bovine Veterinarian, Dairy Herd Management and Pork:

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

The SCOOP, MILK:

LSC Communications
Attn: Jim Dunning
1600 N. Main St.
Pontiac, IL 61764
Phone: (815) 844-1385



360-Degree Product Integration

Print Digital Broadcast Events Research

2021 PRINT RATES*

FOUR COLOR	1x	6x	12x	24x
2-page spread	\$28,150	\$27,025	\$25,900	\$24,775
1-page	\$14,075	\$13,515	\$12,950	\$12,385
2/3-page	\$10,980	\$10,540	\$10,100	\$ 9,660
1/2-page spread	\$17,315	\$16,620	\$15,930	\$15,235
1/2-page island	\$ 9,855	\$ 9,460	\$ 9,065	\$ 8,670
1/2-page vertical/horizontal	\$ 9,290	\$ 8,920	\$ 8,545	\$ 8,175
1/3-page vertical/horizontal/square	\$ 7,040	\$ 6,755	\$ 6,475	\$ 6,195
1/4-page vertical/horizontal	\$ 6,195	\$ 5,945	\$ 5,700	\$ 5,450
1/6-page vertical/horizontal	\$ 5,350	\$ 5,135	\$ 4,920	\$ 4,705



Spread (non-bleed)
7" x 9.625" each page
Spread (bleed)
7.75" x 10.375" each page



1/2-Page Spread (non-bleed)
7" x 4.75" each page
1/2-Page Spread (bleed)
7.75" x 5.25" each page



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

Full Page (bleed)
7.75" x 10.375"



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

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



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

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



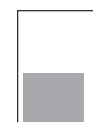
1/2-Page Island (non-bleed)
4.5" x 6.75"

1/2-Page Island (bleed)
5" x 7.0625"



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

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



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

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



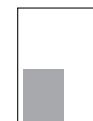
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4.375" x 9.625"

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



1/4-Page Horizontal (non-bleed)
4.375" x 3.5"

1/4-Page Horizontal (bleed)
4.875" x 4.0625"



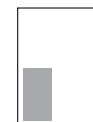
1/4-Page Vertical (non-bleed)
3.25" x 4.75"

1/4-Page Vertical (bleed)
3.75" x 5.25"



1/6-Page Horizontal (non-bleed)
4.5" x 2.125"

1/6-Page Horizontal (bleed)
5.0" x 2.625"



1/6-Page Vertical (non-bleed)
2.125" x 4.875"

1/6-Page Vertical (bleed)
2.625" x 5.375"

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	\$4,080	\$3,920
1/3-page vertical/square	\$3,235	\$3,110
1/4-page vertical/horizontal	\$2,395	\$2,295
1/6-page vertical/horizontal	\$2,110	\$2,025
1/8-page vertical/horizontal	\$1,690	\$1,620

Trim Size: 7.5" x 10.125"

*Page is three columns wide, 140 lines deep; 420 lines per page.

**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 and 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 Michelle Bauer, mbauer@farmjournal.com.

Printed inserts should be sent to:

LSC Communications
Attn: Charles Kelly
3201 Lebanon Road
Danville, KY 40422
Phone: (859) 238-2635

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



360-Degree Product Integration

Print **Digital** Broadcast Events Research

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	\$45	728x90, 300x250 (150KB), 320x50 (50KB)	JPG, GIF, HTML5* or 3rd-party tags	:15
300x600		Half page	\$45	200KB	JPG, GIF, HTML5* or 3rd-party tags	:15
100x100 50-character headline (includes spaces) 150-character body copy (includes spaces)		Native (text)	\$45	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.

2021 SPECIAL AD OPPORTUNITIES

AD UNIT	Net CPM +
Contextual/Key Word Advertising	25%

2021 HIGH-IMPACT RATES

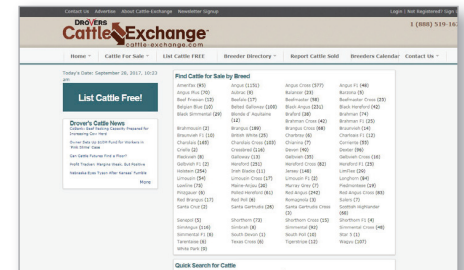
SIZE (Pixel)	AD UNIT	NET CPM	FILE SIZE	FILE TYPE*	OPTIONAL ANIMATION LENGTH	OTHER
1380x90	Expanded Marquee	\$100 + 25% for targeting	350KB	JPG, GIF, HTML5* or 3rd-party tags		
Top 3 units – 728x90 1x, 300x250 2x	Home page Road Block	\$115	100K	JPG, GIF, HTML5* or 3rd-party tags	:15	
640x480	Pre/Post-roll video	\$100	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 Tag Script
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

Cattle-Exchange.com

2021 DIGITAL RATES

SIZE (Pixel)	AD UNIT	NET CPM	FILE SIZE	FILE TYPE*	OPTIONAL ANIMATION LENGTH
300x250, 320x50	Medium Rectangle, Mobile Banner	\$25	100K	JPG, GIF, HTML5* or 3rd-party tags	:15

*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.





360-Degree Product Integration

Print **Digital** Broadcast Events Research

DROVERS DAILY eNEWSLETTER

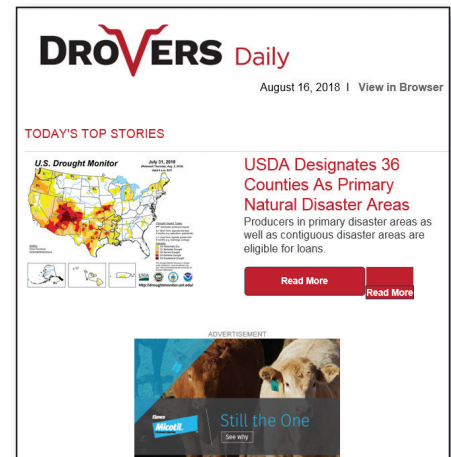
Delivered Daily

CIRCULATION
66,510

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

3RD-PARTY eBLAST

AUDIENCE SIZE	CPM
10,000+	\$240
9,999 or under CPM	\$365
Custom List/ Niche Title	\$480



All rates are net full run and subject to change.

Account Management Team



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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.