

# Our mission

**BEEF** provides practical production and industry information that will allow producers to more efficiently, cost-effectively and profitably manage their operation, while keeping an eye toward evolving industry changes and consumer concerns for quality.

EDITORIAL

OTHER OPPORTUNITIES

DEMOGRAPHICS

GENERAL SPECIFICATIONS



This media kit outlines the many ways you can strengthen your relationships with your customers throughout 2007 and beyond.

**BEEF** offers a variety of ways to keep in touch with beef producers. From category specific electronic newsletters such as *Cow/Calf Weekly* to print advertising to events such as the *BEEF Quality Summit*, our goal is simple: *to reach the farmers and ranchers who are looking for your products.*

## LETTER FROM OUR EDITOR

BEEF magazine is a controlled



circulation publication that serves the management and production information needs of 100,000 professional cattlemen and women in the U.S. Through its monthly printed publication, five Web sites and four electronic newsletters, **BEEF** strives to present the news, information and analysis of interest and importance to U.S. beef producers in the effective, efficient and profitable operation of a modern beef cattle enterprise.

*Joe Roybal*  
**JOE ROYBAL**

Editor



**ALAINA BURT**  
Managing Editor



**WES ISHMAEL**  
Contributing Editor

## AWARDS

### 2006 LIVESTOCK PUBLICATIONS COUNCIL

BEST NEWS STORY  
GOLD

BEST EDITORIAL  
GOLD

PRODUCTION/MANAGEMENT  
ARTICLE  
GOLD

PRODUCER/FARM/RANCH  
PROFILE  
GOLD

WEB SITE  
GOLD

BEST COMMENTARY  
OR ESSAY ARTICLE  
GOLD, SILVER

BEST REGULAR COLUMN  
SILVER

NON-ASSOCIATION PUBLICATION  
SILVER

## IN EVERY ISSUE

**EDITOR'S ROUNDUP** Editorial opinion and commentary on news and events of importance to U.S. beef producers

**BEEF XPRESS** Quick, concise shots of what's included in the issue, as well as short summations on major news events of importance to U.S. beef producers.

**MARKET ADVISOR** Noted beef-cow economist Harlan Hughes provides a monthly roadmap to measuring and improving operation efficiency and profitability.

**READER'S VIEWPOINT** Readers provide their feedback on **BEEF** magazine coverage.

**CATTLEMEN'S CALENDAR** A listing, with contact info, of pertinent and important professional-development events for U.S. beef producers.

**CATTLE ECONOMICS** Wes Ishmael's monthly commentary on the economics side of the U.S. beef business.

**FROM MY PERSPECTIVE** An opportunity for readers and non-staff industry experts to speak out on industry issues.

**NEWS CLOSEOUT** A final-page roundup of interesting news and developments in the U.S. beef industry.

# 2007 Editorial Calendar



**JAN**

closes 12/01/06

**STEWARDSHIP**

The 2007 Cattle Industry Annual Convention issue. Profile of John Queen, the National Cattlemen's Beef Association 2007 president. Focus on environmental issues and the seven finalists for the Environmental Stewardship Award.

**FEB**

closes 12/29/06

**GENETICS AND REPRODUCTION**

A look at practical cutting-edge tips for genetic improvement in the cow herd. This issue also includes a BEEF Feeder supplement.

**MID-FEB**

closes 1/12/07

**SPRING COW-CALF ISSUE**

The annual issue is devoted to comprehensive coverage of a single management topic of importance to BEEF magazine's cow-calf segment. The 2007 topic is "Estate Planning."

**MAR**

closes 2/01/07

**FORAGE MANAGEMENT**

Here's what's innovative and tested for optimizing the forage base of a beef cattle operation for performance and profit. Includes the annual "BEEF Fencing Guide," "2007 Feed Composition Tables" and a BEEF Stocker supplement.

**APR**

closes 3/01/07

**PARASITE MANAGEMENT**

A look at effective and cost-efficient control of parasites of cattle. Includes BEEF Feeder supplement.

**MAY**

closes 4/02/07

**BEEF QUALITY AND RETAIL FOCUS**

Progressive and practical suggestions for harvesting optimal value from calves while providing a quality end-product for beef consumers. Includes BEEF Feeder supplement.

**JUN**

closes 5/01/07

**STATE OF THE INDUSTRY REPORT**

An in-depth look at the issues and challenges facing the U.S. beef industry. Analysis of overall industry structure and performance. Includes BEEF Feeder supplement.

**JULY**

closes 6/01/07

**WEANING AND PRECONDITIONING**

A look at weaning and preconditioning practices. Also what's new in animal health programs.

**AUG**

closes 7/02/07

**COORDINATED ANIMAL HEALTH/MARKETING PROGRAMS**

Listing of the industry's top value-added marketing programs. Major U.S. programs, including information on individual focus and niche, requirements and contact information. Includes BEEF Feeder supplement.

**SEP**

closes 8/01/07

**WINTER NUTRITION AND HEALTH**

Health and nutrition programs to help the beef herd better weather the winter - both in performance and economics. Includes a BEEF Stocker supplement.

**OCT**

closes 9/04/07

**STOCKER/BACKGROUNDING FOCUS**

Winner of the 2nd annual Stocker Award.

**NOV**

closes 10/01/07

**ANNUAL TRAILBLAZER ISSUE**

Introduction of annual BEEF magazine award honoree whose leadership positively impacted the U.S. beef industry in 2007. Includes BEEF Feeder supplement.

**DEC**

closes 11/01/07

**ANIMAL ID AND TRACEBACK**

What's new in animal ID technology and regulation plus analysis of source verification and traceability issues.

# Online Opportunities

**BEEF-MAG.COM**

### REPRINTS

Order a few hundred to a few thousand reprints of pages in **BEEF**. Call FosteReprints: 866.436.8366 or go to: [prism2b@fostereprints.com](mailto:prism2b@fostereprints.com)

### LIST RENTAL

Contact Walter Karl for all list rental quotes including geographic or demographic buys. In most cases, counts and costs are available the same day.

**WALTER KARL** [www.walterkarl.com](http://www.walterkarl.com)  
**POSTAL AND TELEMARKETING LISTS**

Marie Briganti 845.732.7054 or  
 Rosalie Garcia 845.732.7027

### EMAIL LISTS

Kathleen Gaynor at 646.336.4153

### PRIMEAGBASE

A comprehensive, customizable database featuring the biggest operators in agriculture. Use as a proprietary database or merge with your own. 1,950,000 large grower/producer names. Append info, correct addresses, tailor-make demographic or geographic lists, target prospects.

See your advertising representative or call AnnMarie Wills, 913.967.1602

### CUSTOM RESEARCH

The Research team at Prism Business Media provides market-related data and custom research services, ideal for when you are entering a new market, launching a new product, creating a new marketing campaign or for any other strategic purpose when you need to make informed research-based decisions. Our researchers are custom research experts, knowledgeable in specific industry sectors. Ask your Sales Representative about the latest research information available for your market or for details about custom research opportunities.



### TOP BANNER IMPRESSIONS

468 x 60 banner  
 15k maximum file size  
 Banner rotates throughout site

### MAGAZINE SPONSORSHIP

180 x 150 banner  
 15k maximum file size

### COLUMN BUTTON SPONSORSHIP

125 x 125 banner  
 15k maximum file size

### MINI TOWER SPONSORSHIP

120 x 240 vertical banner  
 15k maximum file size  
 Rotates throughout site

### TOWER SPONSORSHIP

120 x 600 vertical banner  
 25k maximum file size

Formats currently accepted: GIF, Animated GIF, JPEG, HTML, Flash, Unicast, Eyeblast, Pointroll  
 Frames and Looping: Maximum frames - 4 Looping - 3

Materials Due: 2 business days prior to posting for banner ads and 5 days prior to posting for rich media ads.  
 Include referring URL and alt text with instructions.

Cancellation Policy: Banners and sponsorships require a two-week written cancellation notice.

## CHECK OUT OUR TOOL KIT FOR MORE INFORMATION!



WEBCASTS

PODCASTS

ASK THE EXPERTS AND BLOGS

MICROSITES

E-POSTCARDS

CUSTOM E-NEWSLETTERS

TARGETED CONTENT SPONSORSHIPS

CUSTOM VIDEO PUBLISHING

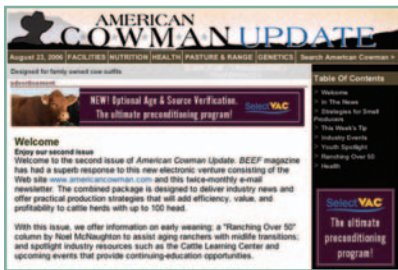
Reach our qualified, targeted audiences by placing your advertising message within a timely, informative, contextual environment, carrying the latest industry news, trends and information. Our must-read, authoritative e-newsletters drive unrivaled audience interaction, which helps you increase your branding and raise response.

**E-NEWSLETTERS**



**COW-CALF WEEKLY**

*Cow-Calf Weekly* promises to bring you late-breaking news and stories from around the industry, deliver information in a short, concise, easy-to-read format, provide articles on management, genetics and new technologies, inform you of upcoming industry shows and events.



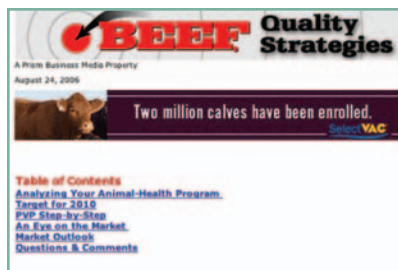
**AMERICAN COWMAN UPDATE**

*American Cowman Update* is designed specifically for cattle producers with less than 100 head of cattle. This twice monthly newsletter delivers timely industry news, practical production and management strategies and producer profiles – all in an effort to help small family farms remain viable.



**BEEF STOCKER TRENDS**

*BEEF Feedlot-Stocker Trends* will look at the news of the cattle industry and report on what impact it will have on stocker operators and feedlots. In addition, we will report on production activities that could change the way these businesses operate.



**BEEF QUALITY STRATEGIES**

*Beef Quality Strategies* is an e-mail newsletter designed to address management topics that can help producers do a better job in their business.

# Other Opportunities

**PRINT**

**BEEF FEEDER SECTION**

**BEEF STOCKER SECTION**

**ALLIANCE YELLOW PAGES**

**FENCING GUIDE**

**NCBA NEW PRODUCT TOUR**

**AWARDS**

**NATIONAL STOCKER AWARD**

**TRAILBLAZER AWARD**

**EVENTS**



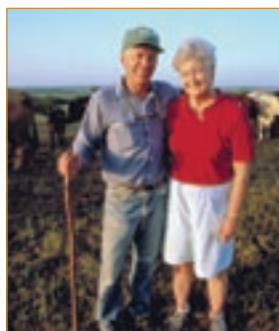
The *BEEF* Quality Summit is a one-of-a-kind, business experience for operators interested in learning the ropes and making the connections to participate in the value-added profit opportunities of today's beef cattle market.

During this two-day conference, they'll learn what consumers are telling the beef industry about the products they want, the quality they expect, and the almost-limitless opportunities waiting for producers willing to link into the new beef value chain. Attendees leave with strategies, answers and connections that will add value to the cattle they produce.

Sponsorship opportunities and trade show exhibit space available.

Contact your **BEEF** sales representative.

## Our Readers



### CATTLE SOLD ANNUALLY AS A STOCKER/GROWER

STATE BY REGION	1000+	500-999	200-499	100-199	50-99*	1-49*	TOTAL
NEW ENGLAND	CT	0	1	2	4	3	13
	ME	0	3	9	11	7	39
	MA	1	2	3	5	2	15
	NH	0	0	1	3	3	7
	RI	1	0	1	1	0	4
	VT	3	10	4	11	7	25
<b>SUBTOTAL</b>	<b>5</b>	<b>16</b>	<b>20</b>	<b>35</b>	<b>22</b>	<b>40</b>	<b>138</b>
MID-ATLANTIC	NJ	1	3	4	7	7	26
	NY	17	26	52	121	70	351
	PA	24	26	93	126	73	428
	<b>SUBTOTAL</b>	<b>42</b>	<b>55</b>	<b>149</b>	<b>254</b>	<b>150</b>	<b>155</b>
EAST NO. CENTRAL	IL	79	97	335	582	297	1,531
	IN	53	52	188	359	159	910
	MI	72	54	219	293	145	857
	OH	60	78	251	402	194	1,139
	WI	53	83	266	477	188	1,167
	<b>SUBTOTAL</b>	<b>317</b>	<b>364</b>	<b>1,259</b>	<b>2,113</b>	<b>983</b>	<b>568</b>
WEST NO. CENTRAL	IA	346	368	1,051	1,642	550	4,181
	KS	656	620	1,532	2,048	796	5,884
	MN	147	147	465	907	341	2,129
	MO	218	306	1,217	2,353	1,321	5,712
	ND	103	207	1,042	1,473	504	3,417
	NE	547	649	1,929	2,215	658	6,213
	SD	350	561	2,060	2,198	574	5,917
	<b>SUBTOTAL</b>	<b>2,367</b>	<b>2,858</b>	<b>9,296</b>	<b>12,836</b>	<b>4,744</b>	<b>1,352</b>
SOUTH ATLANTIC	DE	1	0	2	4	6	15
	DC	0	0	0	2	0	3
	FL	93	88	231	228	124	808
	GA	69	71	340	550	388	1,543
	MD	1	6	25	42	47	149
	NC	77	50	198	376	315	1,144
	SC	20	26	93	153	157	500
	VA	67	76	276	483	301	1,309
	WV	14	21	59	82	58	254
	<b>SUBTOTAL</b>	<b>347</b>	<b>338</b>	<b>1,224</b>	<b>1,920</b>	<b>1,396</b>	<b>500</b>
EAST SO. CENTRAL	AL	56	81	307	530	345	1,459
	KY	105	124	438	668	390	1,849
	MS	60	29	147	223	207	745
	TN	87	79	307	530	345	1,459
	<b>SUBTOTAL</b>	<b>308</b>	<b>313</b>	<b>1,199</b>	<b>1,980</b>	<b>1,386</b>	<b>484</b>
WEST SO. CENTRAL	AR	60	70	263	389	292	1,157
	LA	24	44	193	262	174	778
	OK	568	530	1,332	1,695	883	5,251
	TX	811	662	1,747	2,265	1,249	7,204
<b>SUBTOTAL</b>	<b>1,463</b>	<b>1,306</b>	<b>3,535</b>	<b>4,611</b>	<b>2,598</b>	<b>877</b>	<b>14,390</b>
MOUNTAIN	AZ	46	41	117	96	55	372
	CO	219	226	699	754	286	2,269
	ID	116	147	431	395	175	1,320
	MT	233	366	1,314	1,016	305	3,333
	NV	54	63	127	94	28	381
	NM	100	107	284	270	99	904
	UT	52	79	250	270	114	801
	WY	123	215	561	413	149	1,520
	<b>SUBTOTAL</b>	<b>943</b>	<b>1,244</b>	<b>3,783</b>	<b>3,308</b>	<b>1,211</b>	<b>411</b>
PACIFIC	AK	1	0	1	3	1	8
	CA	220	222	549	487	253	1,821
	HI	6	3	8	8	2	27
	OR	92	139	364	269	134	1,034
	WA	40	71	172	200	96	623
	<b>SUBTOTAL</b>	<b>359</b>	<b>435</b>	<b>1,094</b>	<b>967</b>	<b>486</b>	<b>172</b>
<b>US POSSESSIONS</b>	<b>5</b>	<b>0</b>	<b>3</b>	<b>5</b>	<b>6</b>	<b>1</b>	<b>20</b>
<b>GRAND TOTAL</b>	<b>6,156</b>	<b>6,929</b>	<b>21,562</b>	<b>28,029</b>	<b>12,982</b>	<b>4,560</b>	<b>80,218</b>
<b>% OF TOTAL</b>	<b>7.7%</b>	<b>8.6%</b>	<b>26.9%</b>	<b>34.9%</b>	<b>16.2%</b>	<b>5.7%</b>	<b>100.0%</b>

### SUBSCRIBERS BY STATE AS OF AUGUST 2006

#### BEEF CATTLE FED ANNUALLY ON GRAIN AND CONCENTRATES

STATE BY REGION		4000+	1,000-3,999	500-999	200-499	100-199*	50-99*	1-49*	TOTAL
NEW ENGLAND	CT	0	1	1	3	6	2	2	15
	ME	0	1	1	15	12	2	4	35
	MA	0	0	1	5	3	0	2	11
	NH	0	0	2	0	2	0	0	4
	RI	0	0	0	1	0	1	1	3
	VT	0	3	9	20	16	2	6	56
	<b>SUBTOTAL</b>	<b>0</b>	<b>5</b>	<b>14</b>	<b>44</b>	<b>39</b>	<b>7</b>	<b>15</b>	<b>124</b>
MID-ATLANTIC	NJ	0	1	3	6	5	3	2	20
	NY	6	27	31	84	119	40	38	345
	PA	5	24	53	129	161	31	58	461
	<b>SUBTOTAL</b>	<b>11</b>	<b>52</b>	<b>87</b>	<b>219</b>	<b>285</b>	<b>74</b>	<b>98</b>	<b>826</b>
EAST NO. CENTRAL	IL	45	119	163	439	536	222	135	1,659
	IN	4	56	91	264	327	132	86	960
	MI	18	81	86	290	304	80	59	918
	OH	13	64	120	312	426	137	126	1,198
	WI	13	63	115	375	424	129	92	1,211
	<b>SUBTOTAL</b>	<b>93</b>	<b>383</b>	<b>575</b>	<b>1,680</b>	<b>2,017</b>	<b>700</b>	<b>498</b>	<b>5,946</b>
WEST NO. CENTRAL	IA	132	571	617	1,328	1,412	406	222	4,688
	KS	239	572	560	1,231	1,271	491	410	4,774
	MN	39	207	212	619	780	211	161	2,229
	MO	41	199	328	990	1,523	789	582	4,452
	ND	19	121	240	886	1,097	302	260	2,925
	NE	372	734	739	1,364	1,305	421	440	5,375
	SD	79	420	572	1,629	1,515	413	282	4,910
	<b>SUBTOTAL</b>	<b>921</b>	<b>2,824</b>	<b>3,268</b>	<b>8,047</b>	<b>8,903</b>	<b>3,033</b>	<b>2,357</b>	<b>29,353</b>
SOUTH ATLANTIC	DE	4	1	0	2	7	3	1	18
	DC	0	0	0	1	1	0	0	2
	FL	31	38	48	131	150	52	74	524
	GA	12	66	86	275	321	158	133	1,051
	MD	3	4	6	42	51	21	19	146
	NC	14	63	67	207	315	134	118	918
	SC	4	21	18	87	98	66	57	351
	VA	9	46	70	250	337	187	121	1,020
	WV	1	8	8	44	62	47	34	204
	<b>SUBTOTAL</b>	<b>78</b>	<b>247</b>	<b>303</b>	<b>1,039</b>	<b>1,342</b>	<b>668</b>	<b>557</b>	<b>4,234</b>
EAST SO. CENTRAL	AL	12	55	81	216	313	161	135	973
	KY	25	81	119	389	534	227	142	1,517
	MS	13	42	37	115	197	93	60	557
	TN	20	72	82	271	428	229	160	1,262
	<b>SUBTOTAL</b>	<b>70</b>	<b>250</b>	<b>319</b>	<b>991</b>	<b>1,472</b>	<b>710</b>	<b>497</b>	<b>4,309</b>
WEST SO. CENTRAL	AR	13	37	67	224	300	122	103	866
	LA	9	23	27	130	146	96	101	532
	OK	110	366	373	940	1,016	352	356	3,513
	TX	294	572	541	1,222	1,343	555	526	5,053
	<b>SUBTOTAL</b>	<b>426</b>	<b>998</b>	<b>1,008</b>	<b>2,516</b>	<b>2,805</b>	<b>1,125</b>	<b>1,086</b>	<b>9,964</b>
MOUNTAIN	AZ	21	38	24	64	43	19	29	238
	CO	126	197	203	398	377	172	238	1,711
	ID	44	80	109	235	195	103	133	899
	MT	34	198	256	613	526	240	386	2,253
	NV	8	39	28	53	34	22	26	210
	NM	24	71	90	149	151	53	53	591
	UT	16	34	52	137	145	65	115	564
	WY	36	108	156	316	218	65	152	1,051
	<b>SUBTOTAL</b>	<b>309</b>	<b>765</b>	<b>918</b>	<b>1,965</b>	<b>1,689</b>	<b>739</b>	<b>1,132</b>	<b>7,517</b>
PACIFIC	AK	0	1	0	5	2	0	0	8
	CA	62	151	122	221	200	109	175	1,040
	HI	5	4	3	1	2	0	1	16
	OR	20	69	82	152	129	64	113	629
	WA	22	35	42	102	86	45	99	431
	<b>SUBTOTAL</b>	<b>109</b>	<b>260</b>	<b>249</b>	<b>481</b>	<b>419</b>	<b>218</b>	<b>388</b>	<b>2,124</b>
<b>US POSSESSIONS</b>		<b>2</b>	<b>2</b>	<b>0</b>	<b>3</b>	<b>2</b>	<b>4</b>	<b>2</b>	<b>15</b>
<b>GRAND TOTAL</b>		<b>2,019</b>	<b>5,786</b>	<b>6,741</b>	<b>16,985</b>	<b>18,973</b>	<b>7,278</b>	<b>6,630</b>	<b>64,412</b>
<b>% OF TOTAL</b>		<b>3.1%</b>	<b>9.0%</b>	<b>10.5%</b>	<b>26.4%</b>	<b>29.5%</b>	<b>11.3%</b>	<b>10.3%</b>	<b>100.0%</b>

### SUBSCRIBERS BY STATE AS OF AUGUST 2006

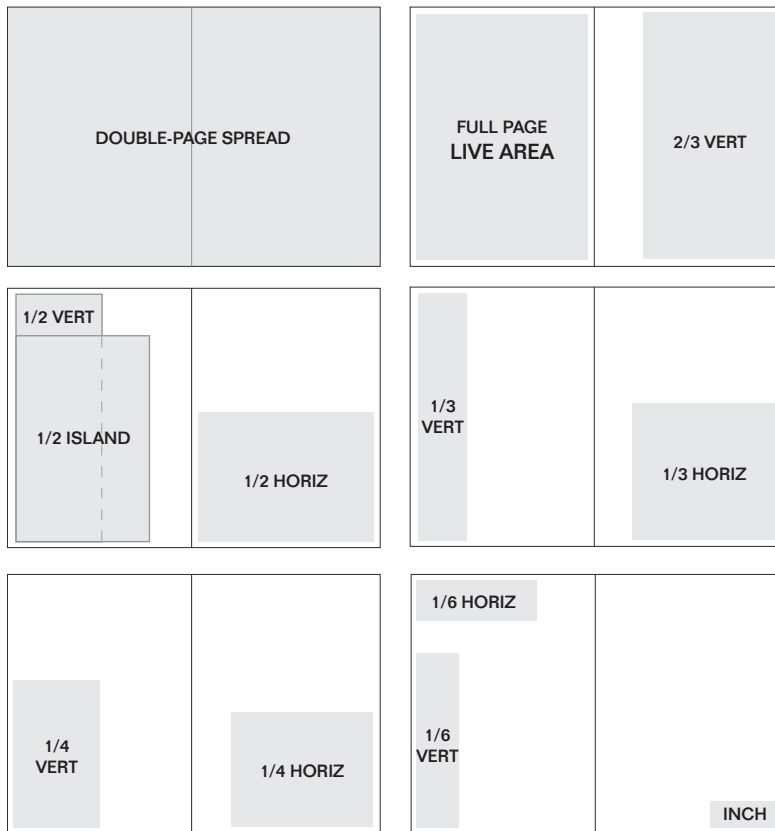
#### BEEF COW

STATE BY REGION		1000+	500-999	200-499	100-199*	50-99*	1-49*	TOTAL	VETERINARIANS, NUTRITIONISTS & CONSULTANTS	GRAND TOTAL
NEW ENGLAND	CT	0	3	2	9	0	1	15	14	29
	ME	0	4	15	17	2	4	42	12	54
	MA	1	1	4	5	3	1	15	6	21
	NH	0	2	0	3	1	1	7	8	15
	RI	2	0	1	0	1	0	4	0	4
	VT	6	10	28	20	0	9	73	17	90
	<b>SUBTOTAL</b>	<b>9</b>	<b>20</b>	<b>50</b>	<b>54</b>	<b>7</b>	<b>16</b>	<b>156</b>	<b>57</b>	<b>213</b>
MID-ATLANTIC	NJ	4	5	9	8	1	1	28	6	34
	NY	40	21	112	153	27	35	388	114	502
	PA	28	31	106	176	34	44	419	144	563
	<b>SUBTOTAL</b>	<b>72</b>	<b>57</b>	<b>227</b>	<b>337</b>	<b>62</b>	<b>80</b>	<b>835</b>	<b>264</b>	<b>1,099</b>
EAST NO. CENTRAL	IL	94	91	425	918	180	139	1,847	175	2,022
	IN	52	72	226	491	96	93	1,030	106	1,136
	MI	69	78	233	352	83	67	882	92	974
	OH	58	113	290	535	107	123	1,226	157	1,383
	WI	53	79	265	502	146	139	1,184	256	1,440
		<b>SUBTOTAL</b>	<b>326</b>	<b>433</b>	<b>1,439</b>	<b>2,798</b>	<b>612</b>	<b>561</b>	<b>6,169</b>	<b>786</b>
WEST NO. CENTRAL	IA	250	315	1,154	2,316	496	319	4,850	306	5,156
	KS	414	442	1,919	2,568	384	196	5,923	253	6,176
	MN	111	164	509	1,013	223	198	2,218	204	2,422
	MO	181	336	1,718	3,413	362	115	6,125	183	6,308
	ND	108	208	1,349	1,720	148	40	3,573	68	3,641
	NE	628	769	2,386	2,622	326	183	6,914	241	7,155
	SD	335	661	2,568	2,534	265	104	6,467	139	6,606
		<b>SUBTOTAL</b>	<b>2,027</b>	<b>2,895</b>	<b>11,603</b>	<b>16,186</b>	<b>2,204</b>	<b>1,155</b>	<b>36,070</b>	<b>1,394</b>
SOUTH ATLANTIC	DE	2	2	3	7	2	2	18	3	21
	DC	0	0	2	2	0	0	4	3	7
	FL	178	158	319	300	16	16	987	61	1,048
	GA	102	141	612	907	38	16	1,816	55	1,871
	MD	9	12	48	79	13	12	173	32	205
	NC	121	96	365	681	59	25	1,347	54	1,401
	SC	25	47	188	288	18	11	577	23	600
	VA	75	106	474	684	71	32	1,442	74	1,516
	WV	12	13	72	136	20	9	262	15	277
		<b>SUBTOTAL</b>	<b>524</b>	<b>575</b>	<b>2,083</b>	<b>3,084</b>	<b>237</b>	<b>123</b>	<b>6,626</b>	<b>320</b>
EAST SO. CENTRAL	AL	100	150	578	842	67	22	1,759	41	1,800
	KY	87	113	533	996	129	40	1,898	85	1,983
	MS	61	72	296	495	40	9	973	29	1,002
	TN	86	106	507	1,001	102	27	1,829	65	1,894
		<b>SUBTOTAL</b>	<b>334</b>	<b>441</b>	<b>1,914</b>	<b>3,334</b>	<b>338</b>	<b>98</b>	<b>6,459</b>	<b>220</b>
WEST SO. CENTRAL	AR	53	87	429	671	62	21	3,757	72	3,829
	LA	59	92	340	472	24	7	994	15	1,009
	OK	387	445	1,780	2,512	368	148	5,640	112	5,752
	TX	884	908	2,917	3,506	333	148	8,696	202	8,898
		<b>SUBTOTAL</b>	<b>1,383</b>	<b>1,532</b>	<b>5,466</b>	<b>7,161</b>	<b>787</b>	<b>324</b>	<b>16,653</b>	<b>361</b>
MOUNTAIN	AZ	72	84	167	117	8	1	449	16	465
	CO	236	280	934	895	90	47	2,482	72	3,829
	ID	129	181	593	479	24	20	1,426	44	1,470
	MT	348	551	1,794	992	51	21	3,757	72	3,829
	NV	88	93	176	80	2	1	440	3	443
	NM	143	158	407	308	25	12	1,053	21	1,074
	UT	75	110	334	317	16	17	869	20	889
	WY	182	334	753	406	22	15	1,712	24	1,736
		<b>SUBTOTAL</b>	<b>1,273</b>	<b>1,791</b>	<b>5,158</b>	<b>3,594</b>	<b>238</b>	<b>134</b>	<b>12,188</b>	<b>272</b>
PACIFIC	AK	1	0	4	3	0	1	9	2	11
	CA	320	333	822	659	41	30	2,205	58	2,263
	HI	13	7	9	6	1	0	36	2	38
	OR	138	206	457	329	23	11	1,164	32	1,196
	WA	56	90	267	263	20	16	712	36	748
		<b>SUBTOTAL</b>	<b>528</b>	<b>636</b>	<b>1,559</b>	<b>1,260</b>	<b>85</b>	<b>58</b>	<b>4,126</b>	<b>130</b>
<b>US POSSESSIONS</b>		<b>2</b>	<b>2</b>	<b>10</b>	<b>7</b>	<b>1</b>	<b>0</b>	<b>22</b>	<b>4</b>	<b>26</b>
<b>GRAND TOTAL</b>		<b>6,478</b>	<b>8,382</b>	<b>29,509</b>	<b>37,815</b>	<b>4,571</b>	<b>2,549</b>	<b>89,304</b>	<b>3,808</b>	<b>93,112</b>
<b>% OF TOTAL</b>		<b>7.0%</b>	<b>9.0%</b>	<b>31.7%</b>	<b>40.6%</b>	<b>4.9%</b>	<b>2.7%</b>	<b>95.9%</b>	<b>4.1%</b>	<b>100.0%</b>

# Production Specifications

## AD SIZES

BOOK TRIM SIZE 7<sup>7</sup>/<sub>8</sub>" X 10<sup>3</sup>/<sub>4</sub>"



### DOUBLE-PAGE SPREAD

LIVE AREA 15" x 10"  
BLEED 16" x 11"

### FULL PAGE

LIVE AREA 7" x 10"  
BLEED 8 1/8" x 11"

### 2/3 PAGE

4 1/2" x 10"

### 1/2 PAGE

ISLAND 4 1/2" x 7 1/2"  
VERTICAL 3 3/8" x 10"  
HORIZONTAL 7" x 5"

### 1/3 PAGE

VERTICAL 2 1/8" x 10"  
HORIZONTAL 4 1/2" x 5"

### 1/4 PAGE

VERTICAL 3 3/8" x 5"  
HORIZONTAL 4 1/2" x 3 3/4"

### 1/6 PAGE

VERTICAL 2 1/8" x 5"  
HORIZONTAL 4 1/2" x 2 1/2"

### COLUMN INCH

2 1/8" x 1"

### SPECIAL POSITIONS

Orders stipulating preferred position not accepted for less than full-page, except on an "or omit" basis and subject to publisher's approval. Advertisers who negotiate back cover positions and pay for it, have option on back cover position in corresponding issue the following year. However, the advertiser must exercise that option by notifying **BEEF** in writing 60 days prior to closing date. Specified position pages cannot be cancelled after 60 days prior to publication date.

### BLEED

- a. No charge for bleed
- b. Minimum size for bleed is 1/2 page.

### INSERTS

- a. Inserts accepted. Pre-printed or arrangements made with Publisher to do printing, cancelable only on 60 days notice prior to closing date.
- b. Advertisers may produce multiple-page inserts in varying sizes. Paper stock: Minimum 40 lb., maximum 60 lb. Over 60 lb. will incur an extra charge of \$12/M.
- c. Multiple page inserts, gate folds and inserts less than full page size and/or circulation are accepted. Rates and specifications upon request.
- d. Mechanical specifications, quantities, rates and delivery date must be obtained from the Publisher.
- e. Advertiser is required to submit sample of insert (mock-up) for Publisher's approval.

## GENERAL RATE POLICY/TERMS OF SALE

- a. Orders beyond 3 months at rates then prevailing. Blanket orders and till forbid orders do not hold rate.
- b. Editorial style copy will carry label "Advertisement" at the sole discretion of the Publisher.
- c. No fraudulent or misleading advertising accepted. All copy subject to Publisher's approval.
- d. Publisher reserves the right to refuse ads that will cause excessive production costs.
- e. Advertisers and advertising agencies assume liability for all content (including text, representation and illustrations) of advertisements printed, and also assume responsibility for any claims arising therefrom made against the Publisher.

### SPECIAL SERVICES

- a. Addressing and mailing services available.
- b. Reader reply service available. Commercial display advertising only. Column inch minimum.
- c. When Publisher must provide artwork or extra copy work including registering color blocks, outlining, etc. advertiser will be billed at cost.
- d. To obtain proofs when necessary, copy must be received at least seven days before closing date. Not applicable for some magazines.
- e. Old materials will be destroyed one year after insertion unless shipping instructions are given to the Publisher.

## MECHANICAL REQUIREMENTS

### a. GENERAL SPECIFICATIONS:

Trim Size: 7<sup>7</sup>/<sub>8</sub>" x 10<sup>3</sup>/<sub>4</sub>"

Printing Method: Web offset.

Binding: Saddle stitch, jog to head, 1<sup>1</sup>/<sub>8</sub>" head trim

Paper: *BEEF, National Hog Farmer, Hay & Forage Grower and Apply:*

Cover printed on 50-lb. coated groundwood; text printed on 38.5 SCA+

*The Corn And Soybean Digest:* 60-lb. gloss text, 38.5 SCA+

*Farm Industry News:* 60-lb. gloss text, 38.5 SCA+

Ink: SWOP standard and four-color process.

Line Screen: 133 lines per inch.

### DIGITAL AD SPECIFICATIONS:

PDF Format: Advertisers are encouraged to submit PDF and PDF/X1-A files provided that they are prepared for press-optimized printing in CMYK with fonts embedded. For an Acrobat Distiller job-options file and more information on creating acceptable PDF files, visit [www.prism2bad.com](http://www.prism2bad.com).

*Please note: PDF files lack the ability to be edited or altered (i.e. phone number, address, etc.)*

PREFERRED APPLICATIONS: Ad layouts should be created using either QuarkXpress™ or Adobe InDesign®. If submitting application files, provide all supporting graphics and fonts.

PROOFS: We minimally require a text and element proof to assist in preflighting digital ad files. For critical color match we require a digital halftone proof (i.e. Kodak Approval, Dupont Digital Waterproof, Fuji FirstProof, etc.)

*Accurate color reproduction cannot be guaranteed without an accompanying SWOP-certified proof.*

PHOTO ELEMENTS: 300 dpi, actual size; CMYK color model; .eps or .tif format with color preview. In Photoshop, black text should be created in black channel only to avoid registration problems.

COLOR TONE VALUES: To avoid over-saturation of ink, the total combined value of CMYK colors should not exceed 300% (i.e. C=100, M=100, Y=50, K=50). Any one color with a required value over 85% should be made solid.

COLOR MODE: Ads should be converted to CMYK prior to submission as color shifts may occur. Ads received in RGB color will be converted to CMYK.

FONTS: When submitting application files, include screen and printer fonts. On illustrations it is recommended to convert text to outline, however outline text cannot be altered.

LETTERING: Black text should be created as 100% black to avoid registration problems; 4c black will not be accepted. Reproduce all reverse lettering with a minimum of colors. Type smaller than 8 point with fine serifs should be avoided.

MEDIA: CD.

FTP Upload: <ftp://ftpserver2.prism2bad.com>

Please contact the publication Production Coordinator for user names, passwords and to alert that files have been submitted.

For complete preparation guidelines and file delivery information, please visit [www.prism2bad.com](http://www.prism2bad.com) or contact the publication Production Manager.

## RATE POLICY AND CONTRACT PROVISIONS

All advertisements are accepted and published entirely on the representation that the Advertising Agency and/or Advertiser are properly authorized to publish the entire contents and subject matter thereof. It is understood that, in consideration of the publication of advertisements, the Advertiser and/or Advertising Agency will indemnify and hold the Prism Business Media Inc. ("Publisher" or "Prism") harmless from and against any claims or suits for libel, violation of rights of privacy, plagiarism, trademark, patent and copyright infringements (including the text and photographs within the advertisements), and other claims based on the contents or subject matter of such publication. The Publisher reserves the right to reject any and all advertising, which the Publisher feels is not in keeping with the publication's standards, policies and principles. The Publisher reserves the right to add the word "Advertisement" at the top and/or bottom of, or anywhere within any publication page, that in the Publisher's sole judgment, too closely resembles editorial pages of the publication. The Publisher will not be bound by any conditions, printed or otherwise appearing on any order blank, insertion order or contract when such conditions conflict with the terms or conditions of the publication's rate card, or any amendment thereof. The Publisher shall not be subject to any liability whatsoever for any failure to publish or circulate all or any part of the publication issue or issues due to strikes, work stoppages, accidents, fires, acts of God or any circumstance not within control of the Publisher. The Publisher is not responsible for the accuracy of any corrections or changes made to any Advertiser's materials.

AGENCY COMMISSION: 15% of the gross billing allowed to recognized advertising agencies on space, color, bleed, and position only, provided account is paid within 30 (thirty) days of invoice date. Advertiser's material must be prepared in accordance with production specifications to qualify for agency commission. No cash discounts allowed.

SEQUENTIAL LIABILITY: Advertiser and Advertising Agency are jointly and severally liable for payment. Publisher will not release the Advertising Agency from liability even if a sequential liability clause is included in the contract, insertion order, purchase order, etc.

CANCELLATION POLICY: Neither the Advertiser nor its Advertising Agency may cancel advertising after closing date. Cancellations prior to closing must be in writing. Verbal cancellations will not be accepted.

ERROR LIABILITY LIMIT: The Publisher's liability for any error will not exceed the charge for the advertisement in question. The Publisher assumes no liability for errors in key numbers, the Reader Service section, advertisers' index, or any type set by the Publisher. The Publisher is not responsible for the accuracy of any corrections or changes made to the Advertiser's copy/materials.

SHORT RATE PROTECTION: Advertisers billed at special contract rates based on frequency, but who fail to fulfill the contract, will be billed at the Publisher's sole discretion for the difference to reflect the rate that is actually earned. For example, Advertisers will be billed for lost frequency discounts if, within a twelve (12) month period (or written contract period) from date of the first insertion, they do not use the amount of advertising space upon which their billing rate was based.

RATE CARD IN EFFECT: Advertising rates, terms and conditions set forth in this rate card shall govern all transactions and supersede any other information published in previous rate cards, directories, media guides or rate and data services whether in print or online. Publisher will not honor rates or data derived from these other sources unless it is in conformance with this rate card. Publisher has the right to increase rates with prior notification to advertiser.

TERMS OF SALE: **Terms of sale are Net 30 (thirty) days from date of invoice. No cash discounts allowed.** Prism will not accept any form of payment, which contains any limitations or conditions on payment such as short paid checks noted as representing payment in full of a disputed balance.

LINE OF CREDIT: Advertiser's line of credit may increase or decrease from time to time. Such changes will be made at the sole discretion of Prism, and no advanced notification is promised or implied.

PAST DUE ACCOUNTS: Orders may be held at the Publisher's sole discretion.

COLLECTION RELATED ISSUES: If Prism must refer Advertiser's delinquent account to an attorney or collection agency, Advertiser agrees to pay all reasonable attorneys' or collection agency's fees, court costs, and other collection costs in connection with the Publisher's collection efforts.

JURISDICTION: Advertising Agencies and/or Advertisers agree that any legal action arising between Prism and Advertising Agency and/or Advertiser must be brought in the courts of the state of Kansas, Johnson County, and that Advertising Agency and/or Advertiser agrees to submit all claims to the jurisdiction of these courts regardless of any conflict of jurisdiction which may arise.

NOTIFICATION TO PUBLISHER: If the Advertising Agency and/or Advertiser changes their address or there is a change of ownership or control of their company, please notify the Publisher of this change within ten working days.