

WORKING RANCH

Print and Digital
Media Kit
2023

WR MEDIA

Working Ranch magazine has been a reader favorite and trusted source for all things ranching since its inception in 2006. We remain the nation's leading media brand that delivers America's largest commercial and purebred cow/calf producers, stockers and feedyards. Today our reach is broader than ever before with comprehensive digital marketing opportunities that are extensions of an already established and trusted print brand. Whether utilizing them to complement a print program or creating a dynamic fully digital campaign, these powerful offerings will allow you to meet potential customers exactly where they are.



WORKING RANCH MAGAZINE



Working Ranch is the nation's leading beef cattle magazine and media brand focused on delivering the best in reading and viewer engagement for America's beef cattle industry. Not only do most of the leading pharma, feed and mineral, tractor and cattle equipment brands place ad schedules with us, the cattle producers themselves buy ads in the magazine to promote their annual bull sales, a testimony to the trust placed in us by the industry.

Many of our team members work on their own cattle ranches and editor Tim O'Byrne has been cow boss on two of the largest ranches in North America which is why Working Ranch breathes authenticity a thousand ways into each issue. **Why is that so important? Because we connect your ad with your primary customers in ways that are most meaningful to them.** Whether it's the authenticity and creativity of our articles; the stunning photography found in our magazine pages and social media platforms; or the relevant content of the Working Ranch Podcast and Radio Show that airs weekly on Sirius XM Radio Channel 147, the Working Ranch Nation connects you with America's hard working ranch families like no other media. And to give your ad budget the most efficient reach, we focus on the nation's largest commercial and purebred cow/calf producers, stockers, feedyards and large animal veterinarians.

Come grow your market share with us. Brand your products in the highly acclaimed Working Ranch Magazine, Working Ranch Radio Show and Podcast, and our highly interactive social media platforms, which many times have gone viral to millions of viewers.



MAGAZINE CIRCULATION

62,144

Magazine

Print: 40,950

Digital Magazine Subscribers: 21,194

115,995*

Magazine With Pass-Along Readership

* Per READEX Survey

58,000*

Magazine Additional Reach on Instagram

* Each issue is pushed out to
all 58,000 organic followers

165,000

Magazine Additional Reach on Facebook

* Each issue is pushed out to
all 165,000 organic followers



338,995

**TOTAL MAGAZINE
REACH PER ISSUE**

2023 EDITORIAL PLANNING GUIDE

JANUARY / FEBRUARY

Closes Nov. 25 / Ad mats due Nov. 28 /
In-Home Dec. 29, 2022 - Jan. 4, 2023

BONUS CIRCULATION TO NCBA ATTENDEES

TRACTORS: Medium Duty and ranch tough!
NUTRITION: Stronger immune systems start here
NUTRITION XTRA: Keeping winter minerals vibrant
VACCINES/TREATMENT: Stopping scours: test before you treat
VACCINES/TREATMENT XTRA: Make your own health calendar
EAR TAGS: Tips for better data management
BREEDS: Our Genetic Showcase and Breed Profile
BOOTS, HATS AND WESTERN WEAR: Keep the winter out
CATTLE HANDLING, SORTING AND SCALES: Systems matched to cattle behavior
EQUINE/WEEKEND RODEO: Performance horse bloodlines

MARCH

Closes Jan. 14 / Ad mats due Jan. 16 /
In-Home Feb. 10 - 16, 2023

WR ANNUAL HAY EQUIPMENT BUYER'S GUIDE

VACCINES/TREATMENT: Plan your branding vaccine protocol now
VACCINES/TREATMENT XTRA: Disease watch for baby calves
NUTRITION: How supplements can increase colostrum quality
NUTRITION XTRA: Creep feed your replacements
FLIES/PARASITES: How often should you administer and rotate?
BREEDS: Our Genetic Showcase and Breed Profile
BOOTS, HATS AND WESTERN WEAR: We test the best in lace-ups
CATTLE HANDLING, SORTING AND SCALES: Design enhancements
EQUINE: What performance horse owners keep on hand and why
PIVOTS: Considerations for demanding terrain
EQUINE/WEEKEND RODEO: Performance horse bloodlines

APRIL / MAY

Closes Feb. 17 / Ad mats due Feb. 20 /
In-Home Mar. 17 - 22, 2023

TRUCKS: 5th wheel considerations
FLIES/PARASITES: Pour-on vs. topical
NUTRITION: Increase breeding success
NUTRITION XTRA: Tubs or loose
VACCINES/TREATMENT: Consulting with your vet
VACCINES/TREATMENT XTRA: Let's review just where to place that shot
TRAILERS: Stock trailer considerations
BREEDS: Our Genetic Showcase and Breed Profile
BOOTS, HATS AND WESTERN WEAR: Our 2023 look at jeans for the Women of the West
CATTLE HANDLING, SORTING AND SCALES: Portable squeeze chutes and panel setups for summer grazing
WEED AND BRUSH CONTROL: Time to get on it!
EQUINE/WEEKEND RODEO: Performance horse bloodlines
THAT'S AN IMPROVEMENT: Affordable multi-purpose outbuildings



2023 EDITORIAL PLANNING GUIDE

SUMMER

Closes May 5 / Ad mats due May 8 /
In-Home June 9 - 14, 2023

ATV/UV's: Side-by-sides that make summer chores easier

NUTRITION: Supplements for drought

NUTRITION XTRA: Strategies for weaning

VACCINES/TREATMENT: Pinkeye management

VACCINES/TREATMENT XTRA: Infectious Bovine Rhinotracheitis

FENCING: Getting maximum results from portable electric fencing

BOOTS, HATS AND WESTERN WEAR: Men's shirts

CATTLE HANDLING, SORTING AND SCALES: How scales can help your operation become more profitable

EAR TAGS: Choosing the right insecticide tag for your area

EQUINE/WEEKEND RODEO: Ranch Horse Buyer's Guide

THAT'S AN IMPROVEMENT: Solar-powered equipment



SEPTEMBER / OCTOBER

Closes Jul. 28 / Ad mats due Jul. 31 /
In-Home Aug. 25 - 30, 2023

IT'S THE INDUSTRY'S BIGGEST ISSUE OF THE YEAR!

OUR ANNUAL CATTLE CARE ISSUE! It's all here with live links to your product landing pages. If you're not familiar with this special issue, ask your rep to send you a link to last year's to flip through.

NUTRITION: Expanded coverage in this Cattle Care Issue!

VACCINES/TREATMENT: Expanded coverage in this Cattle Care Issue!

TRAILERS: With the Fall rodeo circuit in full swing, check out these combos

BREEDS: Our Genetic Showcase and Breed Profile

BOOTS, HATS AND WESTERN WEAR: Classy boots to fit the occasion

CATTLE HANDLING, SORTING AND SCALES: Stress-reducing innovations

EQUINE/WEEKEND RODEO: Performance horse bloodlines

ATV/UVs: Cool attachments from broadcast seeding to hunting

NOVEMBER / DECEMBER

Closes Sep. 15 / Ad mats due Sep. 18 /
In-Home Oct. 20 - 25, 2023

BUYER'S CORRAL CHRISTMAS GIFT GUIDE

NUTRITION: Prepping the mamas for the last trimester

NUTRITION EXTRA: Managing minerals for body score

VACCINES/TREATMENT: Map out your 2024 health protocol with your vet

VACCINES/TREATMENT EXTRA: Update your BVD strategy for the coming winter

BREEDS: Our Genetic Showcase and Breed Profile

RANCH MANAGEMENT PROGRAMS: Get a head start in the industry with these programs

BOOTS, HATS AND WESTERN WEAR: Just like that it's outerwear season

CATTLE HANDLING, SORTING AND SCALES: Safety do's and don'ts

EQUINE/WEEKEND RODEO: Performance horse bloodlines



READER SURVEY

GENERAL

Which of the following describes your ranch / farm operation over the past 12 months?

Commercial cow / calf operation.....	78%
Backgrounder / feeder	7%
Purebred breeder.....	7%
Stocker	12%
Commercial feedlot.....	4%

How do you prefer to learn about cattle health and ranch-related products?

Through <i>Working Ranch</i>	81%
The Internet	28%
Other.....	36%

How many of the last 4 issues of *Working Ranch* have you read or looked through?

4 of 4.....	86%
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How thoroughly do you read or look through a typical issue of *Working Ranch*?

Read more than half.....	93%
Read all or almost all.....	49%

If you could only read one industry magazine, what one would you choose?

<i>Working Ranch</i>	67%
<i>Drovers</i>	5%

What types of articles do you enjoy reading in *Working Ranch*?

Cattle health	84%
Pasture, forage and range management.....	82%
Cattle nutrition	78%
<i>Rancher's Journal</i> and other ranch lifestyle articles	72%
Machinery reviews and equipment tests.....	55%

What do you do with your back issues of *WR*?

Share with others.....	51%
Save entire issue for future reference	35%

Aside from you, how many other people usually read your copy of *Working Ranch*?

One or more	87%
2	30%
3	15%
4	6%
5 or more	5%

FACT: Readers say *Working Ranch* magazine's pass-along readership exceeds 156,750.

How often do you look at the ads in *Working Ranch*?

Always / most of the time.....	58%
Sometimes	38%
Seldom.....	3%

Have you ever requested information from an advertiser or purchased any products after seeing an ad in *Working Ranch*?

Yes	52%
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LAND

How many total acres do you control through ownership, lease, rent, and/or permit?

Under 1,000.....	40%
1,000 – 3,000	25%
3,000 – 5,000.....	11%
5,000 – 10,000.....	10%

Do you practice rotational grazing through the use of portable or electric fence?

Yes	42%
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CATTLE HEALTH

Do you have a preconditioning program?

Yes	92%
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What is included in your preconditioning program?

Vaccination.....	97%
Internal / external parasitic control.....	90%
Castration.....	81%
ID ear tags.....	67%
Growth-promoting implants.....	38%

What health issues was your herd vaccinated / treated for in the previous 12 months?

Internal / external parasites.....	67%
Clostridia (Blackleg, malignant edema, etc.)	66%
BVD	59%
Pneumonia / BRD / Shipping Fever	52%
IBR.....	49%
Pinkeye	43%
Leptospirosis.....	37%
Foot Rot	37%
Scours.....	33%
Haemophilus (Histophilus) Somnus.....	32%
Vibriosis.....	27%
Coccidiosis Bloat	9%

METHODOLOGY

MAIL SURVEY

The 4-page questionnaire (8.5" x 11" pages) was designed jointly by *Working Ranch* and Readex. Materials production, addressing, mailing, and tabulation were all handled by Readex.

Readex recently mailed survey kits to all 1,500 sample members selected to receive the mail survey. Each kit consisted of a personalized cover letter on *Working Ranch* letterhead, signed by *Working Ranch*'s publisher and editor, the questionnaire, a \$1 incentive, and a business reply envelope addressed to Readex, all in an outgoing *Working Ranch* envelope.

EMAIL SURVEY

The online survey was identical in content to the mail survey. Placement of the survey on a web page and distribution of the electronic survey invitations was handled by Readex. All 4,984 online sample members were contacted via an email in the name of *Working Ranch*'s publisher and editor, which included a link to the survey, asking for their participation in the study.

TABULATION

The survey was closed for tabulation with 1,152 total returns—an 18% overall response rate. Of the 1,152 returns, 494 were received from the mail effort (33% response rate) and 658 online (13% response rate). To represent the true population proportions based on availability of email address (and avoid data weighting), Readex selected a random sample of 286 mail survey returns and 264 online survey returns which were combined for tabulation/analysis.

As with any research, the results should be interpreted with the potential of non-response bias in mind. It is unknown how those who responded to the survey may be different from those who did not respond. In general, the higher the response rate, the lower the probability of estimation errors due to non-response and thus, the more stable the results. The margin of error for percentages based on all 550 tabulated responses is ± 4.1 percentage points at the 95% confidence level. The margin of error for percentages based on smaller sample sizes will be larger.

On average, how much time do you spend reading/ looking at *Working Ranch* vs. *Drovers*?

	<i>WR</i>	<i>Drovers</i>
2 hours or more.....	27%	3%
1-1/2 up to 2 hours	24%	7%
1 up to 1-1/2 hours	21%	11%
30 minutes up to 1 hour	23%	25%
Less than 30 minutes.....	3%	12%

FACT: 72% of *WR* readers spend more than an hour reading each issue vs. 21% for *Drovers*.



READER SURVEY

What classes of cattle do you normally vaccinate?

Calves at weaning.....	71%
Breeding stock.....	60%
Calves at branding.....	58%
Backgrounders.....	20%
Stockers.....	20%
Feeders.....	18%

EAR TAGS (ID AND INSECTICIDE)

Which of these pests cause problems for your cattle?

Face flies	77%
Horn flies	70%
Lice.....	46%
Ticks.....	19%
Liver flukes	9%

Do you treat your cattle for internal / external parasites, including flies?

Yes 94%

What methods of treatment do you use to treat your cattle for internal / external parasites?

Pour-on	90%
Injectable.....	45%
Medication in feed	18%
Range cube or block.....	13%
Drench	10%

For what reasons do you use ear tags?

Identification.....	92%
Fly control.....	29%

FEEDING PRACTICES

Do you have a trace mineral feeding program?

Yes 89%

For what purpose do you feed trace minerals?

Improve breeding.....	76%
To supplement a known deficiency.....	51%
Improve weaning weight / health	48%
Vet / nutritionist recommendation	32%

What kind of protein / energy supplements do you use on your pasture cattle?

Tubs.....	55%
Blocks	26%
Liquids.....	15%

EQUIPMENT

How many of each of the following do you own?

Total tractors.....	4.0
Tractors over 100hp.....	2.0
Tractors under 100hp.....	1.9
Pickup trucks.....	3.2
Livestock / horse trailers	1.8
Squeeze chutes	1.6
ATVs	1.6
Utility vehicles (UV or side-by-side).....	0.7

Which of the following do you own?

Mower – conditioner	63%
Rake / tedder	61%
Round baler	55%
Post pounder / auger.....	55%
Skid-steer loader	41%
Scales	37%
Feed mixer wagon / box	30%
Small square baler	29%
Bale processors.....	21%
Pivot or wheel lines.....	18%
Large square baler	5%

Which of the following are you planning on purchasing in the next 12 months?

Tractor under 100hp.....	6%
Tractor over 100hp	6%
Skid-steer loader	5%
Pickup truck: heavy duty.....	15%
Pickup truck: light duty.....	6%
ATV / UV.....	17%
Baler / rake / mower	9%
Livestock / horse trailer.....	8%
Feed mixer wagon / box	3%
Cattle handling equipment (chutes, panels, tubs, etc.).....	32%
Electric fencing	23%
Wire fencing	43%
Lace-up work boots / pull-on boots	37%
Straw hat	20%
Felt hat.....	16%

Would you consider using solar power for your home or barn?

Yes 52%

BUILDINGS

Which of the following building types are you planning on purchasing in the next 12 months?

Utility outbuilding	13%
Calving barn.....	5%
Horse barn with stalls.....	2%

What is the approximate square footage of building space you are planning to purchase in the next 12 months?

3,000 or more.....	34%
2,000 – 2,999.....	18%
1,000 – 1,999	19%
600 – 999.....	15%
less than 600	9%

BREEDING

How many bulls do you plan to buy in the next 12 months?

1 – 3.....	46%
4 – 6.....	15%
7 – 10.....	4%
11 – 14.....	1%
15 – 19.....	2%
20 or more.....	1%

What is your average cost per bull?

\$5,000 or more.....	23%
\$3,500 - \$4,999.....	30%
\$2,500 - \$3,499.....	21%
Less than \$2,500.....	16%

Do you use or would you consider using genetic analysis / DNA testing for improving your herd / individual data files?

Yes 40%

HORSES

How many horses do you keep on your ranch?

5 or more	27%
2 – 4.....	28%
1 – 3.....	7%

Do you breed your mares to performance horse bloodlines?

Yes 20%

Which of the following types of horses do you buy or are you considering buying in the next 12 months?

Broke ranch horse	37%
Roping prospect.....	7%
Cutting prospect.....	5%
Reining prospect.....	3%

What horse products do you buy or are you considering buying in the next 12 months?

Dewormer	51%
Fly spray	44%
Vaccines.....	42%
Feeds / supplements.....	38%
Hoof care supplies.....	25%

What horse gear do you buy or are you considering buying in the next 12 months?

Saddle pad	29%
Bits / bridles.....	24%
Cinch.....	19%
Saddle.....	13%
Chaps / chinks.....	9%



ADVERTISING RATES

THE WORKING RANCH PODCAST

Contact your WR ad rep today, they'll put together a special package just for you that will knock your boots off! Ask them about:

- 30-second Ad Spots \$350 / episode
- Live Reads start at \$500 / episode
- Segment Sponsorships \$500 / episode
- Sponsored Content starting at \$2,900 / episode
- Includes 10-minute Q&A formatted interview with host

FACEBOOK "FIRST O' THE WEEK PRODUCT PEEK"

Short (1-3 min.) high quality product/service video upload -

NOTE: **165,000 ORGANIC FOLLOWERS!** Monday morning to Friday afternoon, pinned to the top of the WR FB page. Starting at \$2,900.

INSTAGRAM PRODUCT POSTS

Reach our **58,000** highly-interactive organic IG followers with your product / service video or image post complete with descriptive caption / link. Starting at \$1,500 or consider a Facebook/Instagram package at \$3,900 for maximum impact.

DISPLAY ADVERTISING RATES (BLACK AND WHITE)

	9x	6x - 8x	3x - 5x	1x
Full Page*	6,275	6,500	7,850	9,150
Spread	9,375	9,850	11,950	13,950
2/3 Page	4,850	5,050	6,100	7,000
1/2 Page	3,875	4,050	4,850	5,750
1/3 Page	2,725	2,950	3,575	4,225

*May be run as 1/2 page spread

PREMIUM POSITIONS (BLACK AND WHITE)

	6x	3x	1x
Inside Front Cover	9,050	10,700	12,650
Page 3	8,300	9,800	11,525
Inside Back Cover	7,850	9,475	11,050
Back Cover	9,800	11,125	13,650

4-COLOR CHARGE Add \$1,195

PRINTING REQUIREMENTS

Trim size	8.125" (width) x 10.875" (height)
Binding	Perfect Bound
Colors	Four-Color Process
Images	300 dpi

MECHANICAL SPECIFICATIONS

	width	height
Full page (with bleed)	8.375" x	11.125"
Full page (no bleed)	7" x	10"
2/3 page vertical	4.625" x	10"
1/2 page vertical	4.625" x	7.5"
1/2 page horizontal	7" x	4.875"
1/3 page vertical	2.25" x	10"
1/3 page horizontal	4.625" x	4.875"
Half-page spread (Live area)	15" x	4.875"
(with bleed)	16.5" x	4.875"
Two-page spread (Live area)	15.375" x	10"
(with bleed)	16.5" x	11.125"
(no bleed)	16.25" x	10.875"

BUYER'S CORRAL

	rate	width	height
1/6 page vertical	\$495	2.25" x	4.875"
1/6 page horizontal	\$495	4.625" x	2.25"
1/12 page	\$295	2.25" x	2.25"

WEBSITE BANNER AD

	rate	width	height
Box	\$400/month	300 x	250
Super Box	\$795/month	300 x	600
Banner	\$1,300/month	728 x	90
Super Banner	\$1,900/month	970 x	250
Video	\$1,295/week		

COMMISSION AND CASH DISCOUNTS Agency commission is 15%. Terms are 2% discount if paid in 10 days; net 30 days on approved accounts. Cash with advertising copy will receive a 5% discount. Past due accounts are subject to 1-1/2% service charge per month.

GENERAL RATE POLICY Advertisers will be rate-protected for the duration of contracts in effect at the time rate changes are announced. Short rate will be charged when contract is not fulfilled. All advertisements must conform with the publication's format and meet the necessary mechanical requirements. All advertisements are subject to publisher's approval prior to insertion.

ISSUE AND CLOSING DATES Published six times per year. Please see space deadlines as shown in the Editorial Calendar. Ad materials are due three business days after the Space deadlines.

DESIGN AND PRODUCTION Advertising rates are based on camera-ready artwork. Expert design, production and scanning can be arranged and will be charged as follows: Design/Scanning: \$100 per hour/\$50 per image.

DIGITAL REQUIREMENTS We can accept your files on CD or via Email or FTP (christine@workingranchmag.com, or call for our FTP info or to provide your own FTP info) provided they are in the following

formats: PDF, Photoshop or Illustrator (all text to paths whenever possible). Be certain to include all art, fonts and a hard copy (or lo-res jpeg) of ad for comparative purposes. Any PC, PageMaker, Quark Xpress or InDesign files MUST be saved as PDF, EPS, or TIFF file. Emailed files should be zipped. Please call or email and alert us you are sending a file and be sure to reference name of advertiser in subject line. All ads should be hi-res PDFs whenever possible. Thank you.

ALL AD MATS TO:
christine@workingranchmag.com

BUYER'S CORRAL AD MATS TO:
workingranch.marjorie@gmail.com

Ad Deadlines and In-Home Delivery

January/February

Invoiced in January 2023

Closes Nov. 25 / Ad mats due Nov. 28 /
In-Home Dec. 29, 2022 - Jan. 4, 2023

March - Annual stallion issue

Closes Jan. 14 / Ad mats due Jan. 16 /
In-Home Feb. 10 - 16, 2023

April/May

Closes Feb. 17 / Ad mats due Feb. 20 /
In-Home Mar. 17 - 22, 2023

Summer

Closes May 5 / Ad mats due May 8 /
In-Home June 9 - 14, 2023

September/October

Closes Jul. 28 / Ad mats due Jul. 31 /
In-Home Aug. 25 - 30, 2023

November/December

Closes Sep. 15 / Ad mats due Sep. 18 /
In-Home Oct. 20 - 25, 2023



DIGITAL AUDIENCE



Facebook Followers
165,000 +

Instagram Followers
58,000 +



**eNewsletter
Opt-in Subscribers**
23,000 +

[Q2 monthly open rate - 23.5%]

Podcast Downloads

10,000+ / month

[127k all time downloads]



**Digital Issue Total Page
Views in Q1/2022**

79,233

Q2/2022

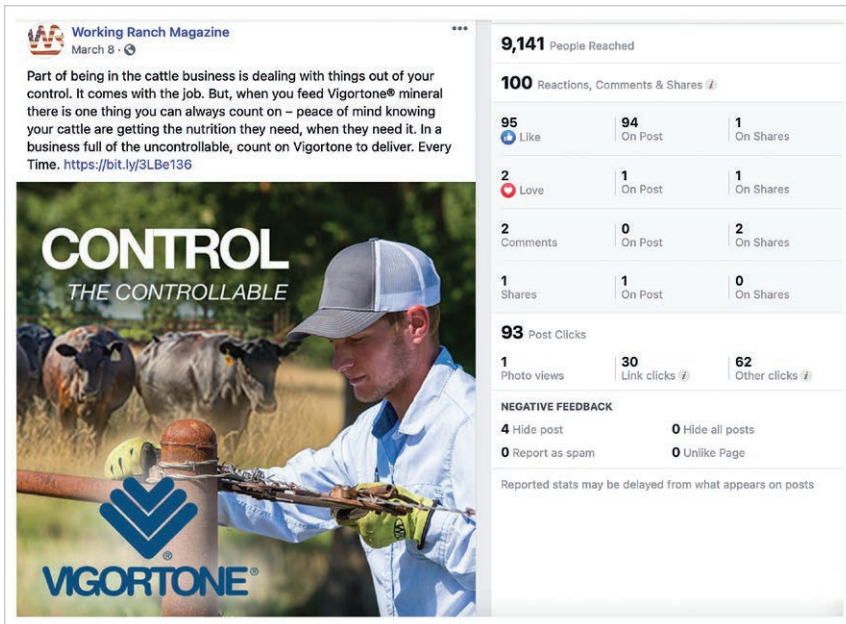
98,177



SOCIAL MEDIA

Harness the power of the Working Ranch brand with our highly engaged social media platforms! With over 165,000+ organic Facebook followers (we don't pay our push for followers) and 58,000+ Instagram followers, we can rapidly help you build and enhance your brand while driving traffic to your own website or platform.

FB/IG Package Rate \$3,900



Working Ranch Magazine
March 8 · 🌐

Part of being in the cattle business is dealing with things out of your control. It comes with the job. But, when you feed Vigortone® mineral there is one thing you can always count on – peace of mind knowing your cattle are getting the nutrition they need, when they need it. In a business full of the uncontrollable, count on Vigortone to deliver. Every Time. <https://bit.ly/3LBe136>

CONTROL
THE CONTROLLABLE

VIGORTONE®

9,141 People Reached

100 Reactions, Comments & Shares

95 Like	94 On Post	1 On Shares
2 Love	1 On Post	1 On Shares
2 Comments	0 On Post	2 On Shares
1 Shares	1 On Post	0 On Shares

93 Post Clicks

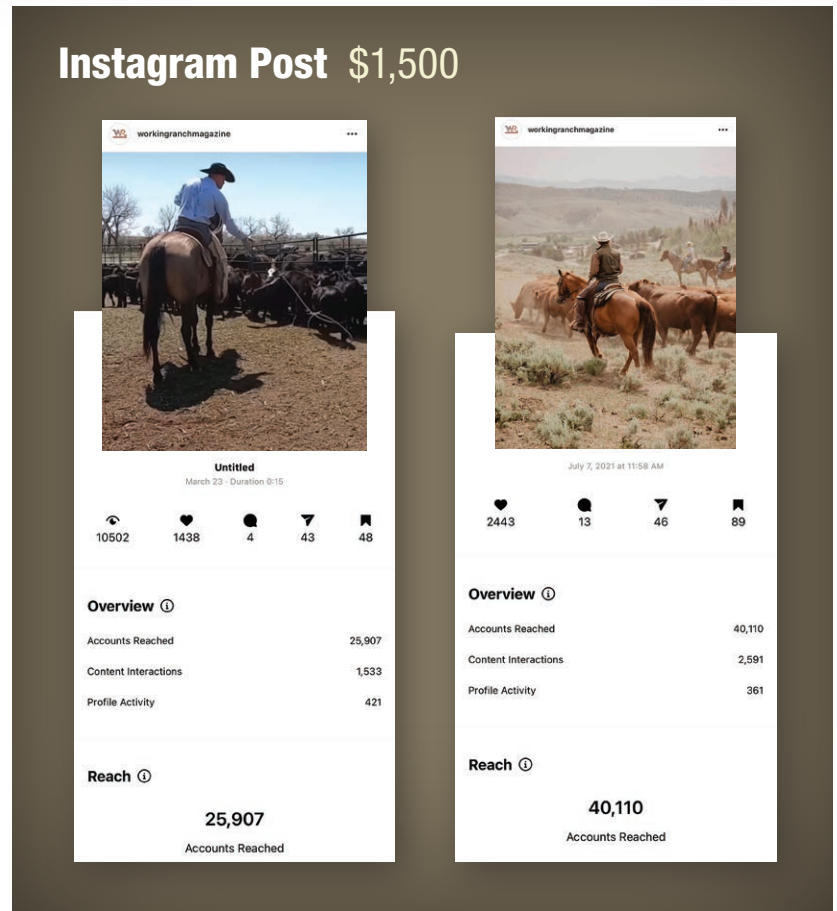
1 Photo views	30 Link clicks	62 Other clicks
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NEGATIVE FEEDBACK

4 Hide post	0 Hide all posts
0 Report as spam	0 Unlike Page

Reported stats may be delayed from what appears on posts

Facebook Post \$2,900



Instagram Post \$1,500

workingranchmagazine

Untitled
March 23 · Duration 0:15

10502 1438 4 43 48

Overview

Accounts Reached	25,907
Content Interactions	1,533
Profile Activity	421

Reach

25,907
Accounts Reached

workingranchmagazine

July 7, 2021 at 11:58 AM

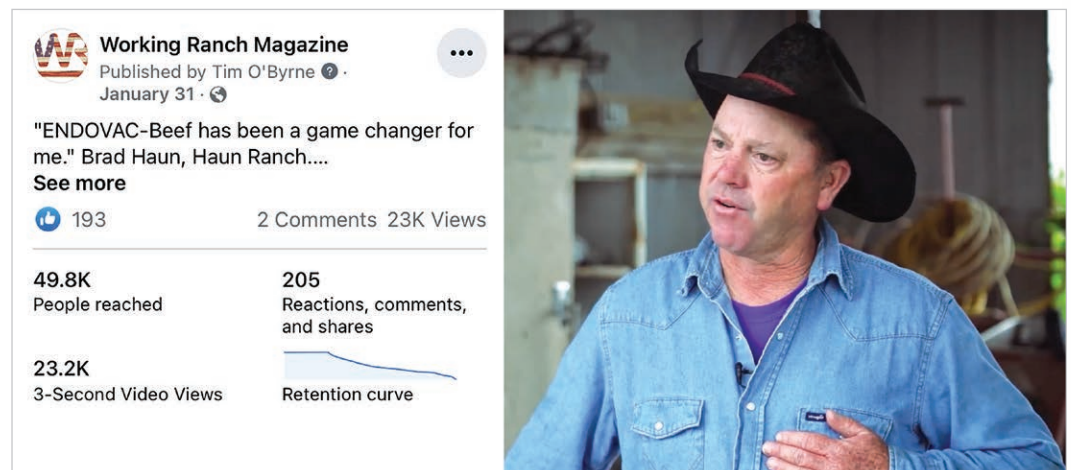
2443 13 46 89

Overview

Accounts Reached	40,110
Content Interactions	2,591
Profile Activity	361

Reach

40,110
Accounts Reached



Working Ranch Magazine
Published by Tim O'Byrne · January 31 · 🌐

"ENDOVAC-Beef has been a game changer for me." Brad Haun, Haun Ranch....
See more

193 2 Comments 23K Views

49.8K
People reached

205
Reactions, comments, and shares

23.2K
3-Second Video Views


Retention curve

WR




EMAIL MARKETING OPPORTUNITIES


With over 23,000+ fully opt-in subscribers, our eNewsletter boasts an average open rate ranging from 23% to 38%, well above industry standard! It sends twice monthly, every second Thursday.



Working Ranch Newsletter



BY HEATHER SMITH THOMAS



Thwarting Parasite Resistance

Cattle producers today have many tools for controlling parasites, but must use them properly or the parasites tend to develop resistance. Dr. Joe Gillespie, DVM, Boehringer Ingelheim Animal Health, says it's important to understand the risks. "This is the first step in determining how to do a better job of managing, and reducing the chance for parasite resistance."


[Read More](#)


eNewsletter Sponsorship Banner

(808 x 100px)

\$1,300

An exclusive ad buy as the lead (and only) sponsorship banner ad headlining each edition. (6% Click per Unique Open rate)





When Safety is Top Priority

Feeling unsafe working cattle in your current system? Using natural cattle behavior and light, Arrowquip's BudFlow Tub creates efficient cattle flow from tub to chute.

When working cattle is safer, easier, and more efficient than ever, you'll have more time for what matters most.

[SEND ME PRICING](#)

eBlasts **\$3,000**

Use our highly responsive and secure email list to send out your custom image/copy.



PODCAST / RADIO

To the Point on Issues for Today's Ranchers!

Hosted by Wyoming rancher Justin Mills, the **weekly WR Radio Show** drops every Thursday as a podcast and is heard twice a week on Sirius XM Rural Radio and select AM/FM channels in the midwest. Averaging over **10,000 downloads a month, (127k all time downloads)**, this **hour long show** has become one of the fastest growing and most popular podcasts in the industry!



30-second Ad Spots \$350 / episode

Live Reads start at \$500 / episode

Segment Sponsorships \$500 / episode

Sponsored Content starting at \$2,900 / episode

- ❑ Includes 10-minute Q&A formatted interview with host



DIGITAL SPECS & GUIDELINES

FACEBOOK

- ❑ MP4 with 25 word lead-in and contact info/URL
- ❑ A few lines of copy and URL link. Sponsor's Facebook page will be tagged in the post.
- ❑ \$100 boost with all posts. Additional boost and targeting available for an extra charge.

INSTAGRAM

- ❑ Square 1080 x 1080; Vertical 1080 x 1350; Horizontal 16:9 ratio at 1080 H.
- ❑ A few lines of copy.
- ❑ Brand hashtags.
- ❑ \$25 boost to promote with URL.

EBLAST

- ❑ Mailchimp is used to serve all eBlast placements.
- ❑ 600 X 1000 px.
- ❑ Subject line.
- ❑ URL.

eNEWSLETTER BANNER AD

- ❑ 808 x 100 px banner ad.
- ❑ URL.

PODCAST/RADIO

- ❑ 30-second ad spot. Production included for \$350 extra charge with provided script/talking points. Client revisions and approval required before live run.
- ❑ Live Reads require script/talking points.
- ❑ Sponsorships include 30-second ad spot, plus 10-second tagline at intro of sponsored segment.
- ❑ Radio Show cross promoted on social media channels.

WEBSITE

- ❑ Standard Display Ads
- ❑ Box: 300 x 250
- ❑ Super Box: 300 x 600
- ❑ Banner: 728 x 90
- ❑ Super Banner: 970 x 250

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