



## Directions

The semi-annual *National Cattlemen Directions* issues serve as the reference publications for the cattle industry. The fall edition offers an in-depth review of NCBA and its activities, a state-of-the-beef industry report, feature-length editorial and the popular CattleFax segment rankings and statistics. The spring edition features management and industry education articles.

Frequency: Semi-Annual Magazine

Circulation: 25,000+

Audience: NCBA members, Allied Industry and Product Council members, state affiliates, members of Congress and industry stakeholders

## Production Schedule

Edition	Materials Deadline	Approximate Mail Date
Fall 2018	September 6, 2018	October 1, 2018
Spring 2019	March 18, 2019	April 6, 2019
Fall 2019	September 6, 2019	October 1, 2019

## Advertising Rates and Sizes

Agency Discount: 15% off

Size	Cost	Size	Cost
Double page spread	\$9,000	Two-thirds page	\$3,750
Outside back cover	\$7,750	Half page	\$3,000
Inside front or inside back cover	\$5,175	Third page	\$2,750
Full Page	\$4,500	Quarter page	\$2,250

  

Full page with bleed 8.875" (W) x 11.375" (H) Live area: 7.125" (H) x 9.6" (W) Trim size: 8.375" (W) x 10.875" (H)	Full page no bleed 7.125" (W) x 9.6" (H)	Double page spread with bleed 17.25" (W) x 11.375" (H) Live area: 15.5" (W) x 9.625" (H) Trim size: 8.375" (W) x 10.875" (H)	Two-thirds page 4.735" (W) x 9.56" (H)	Half page Vertical: 3.36" (W) x 9.56" (H) or Horizontal: 7.14" (W) x 4.76" (H)
		Third Page Vertical: 2.32" (W) x 9.56" (H) or Horizontal: 7.14" (W) x 3.2" (H)	Quarter-page Vertical: 3.36" (W) x 4.76" (H) or Horizontal: 7.14" (W) x 2.34" (H)	

## Feature Article Examples

### GENETIC TECHNOLOGIES ON THE HORIZON

Hereford Association (AHA) released its own 'single-step' evaluation in December of 2017. The method used by the AHA allows for some DNA markers to have larger effects, and thus influence a resulting EPD more than others. This is the primary difference between the approach taken by the AHA as compared to AAA in terms of incorporating genomic information in their NCE. International Genetic Solutions (IGS) is a collaboration between multiple U.S. and Canadian breed associations. This group is currently working towards a multi-breed genetic evaluation using the same underlying method as AHA to produce a 'single-step' genomic evaluation. These evolutions are exciting and

Parentage determination, Tracking and control of inbreeding, Identification and management of lethal and sub-lethal haplotypes, Breed identification, and, Estimating retained heterozygosity. Moreover, to get the most out of genomic selection producers should consider following the guidelines below.

1) All animals within a contemporary group should be genotyped.  
If genomic data are meant to truly enable selection decisions, this information must be

## Top 25 Cow-Calf Operators

<b>1</b> <b>Deseret Cattle &amp; Citrus</b> St. Cloud, FL  Head Office: St. Cloud, FL Owner: Farmland Reserve, Inc. CEO: K. Erik Jacobsen States of Operation: Florida	<b>2</b> <b>Simplot Livestock Co.</b> Grand View, ID  Head Office: Grand View, ID Owner: Simplot Family CEO: Thomas J. Basabe States of Operation: Idaho, Oregon, Nevada, Utah	<b>3</b> <b>King Ranch</b> Houston, TX  Head Office: Houston, TX Owner: King Ranch Family Shareholders CEO: Robert Underbrink States of Operation: Texas, Florida	<b>4</b> <b>Lykes Bros. Inc.</b> Okeechobee, FL  Head Office: Okeechobee, FL Owner: N/A CEO: Charles P. Lykes, Jr. States of Operation: Florida	<b>5</b> <b>Silver Spur Land and Cattle</b> Encampment, WY  Head Office: Encampment, WY Owner: N/A CEO: Thad York States of Operation: Wyoming, Colorado, Nebraska, New Mexico
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