

TELEVISION OPPORTUNITIES

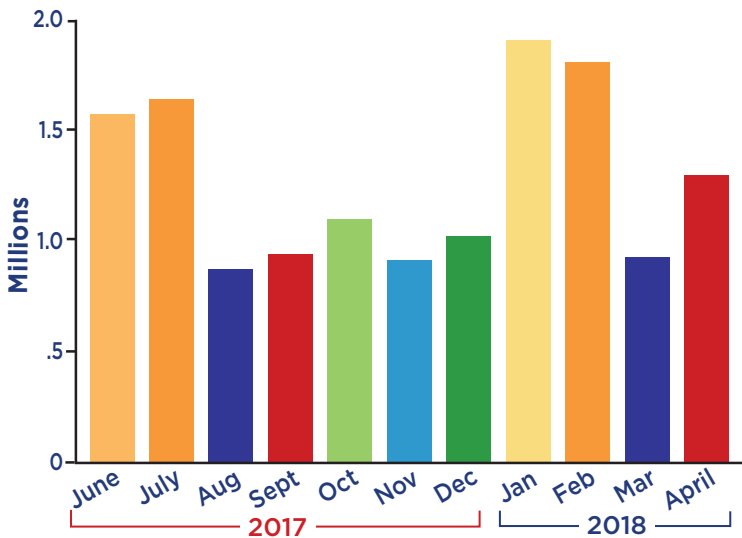


NCBA's in-house television studio is home to the highly viewed *Cattlemen to Cattlemen* show. In addition to the TV show production, the studio is available for production of your broadcast media needs. With full, high-definition video and post-production capabilities, NCBA can help you maximize your exposure to a broad audience through video for broadcast, webcast, social media and much more. Contact us today to discuss a custom package to meet your needs.

- Weekly Airings: Tuesday — 8:30 p.m. Wednesday, 12:30 a.m., Saturday — 9:00 a.m. (Eastern time)
- Approximately 25 original productions per calendar year
- Opportunities to customize messaging and target grid placement
- Additional value-add airing via re-run episodes

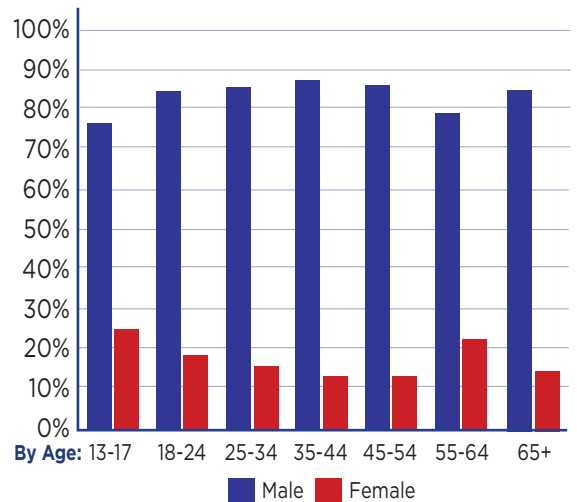
Viewership Demographics

Viewership By Month



68%
of NCBA members watch
Cattlemen to Cattlemen at
least once a month or
more frequently

YouTube Viewing Analytics



Nielsen Ratings

Average monthly viewership of 1.16 million!