

# NATIONAL CATTLEMEN

*The trusted leader and definitive voice of the beef industry.*

THE OFFICIAL PUBLICATION OF NCBA



**National Cattlemen's  
Beef Association**

[BeefUSA.org](http://BeefUSA.org)



The *National Cattlemen Directions* issues serve as the definitive voice of the beef industry. As the annual reference publication for NCBA and the beef industry, the Fall *Directions* issue is filled with state-of-NCBA and state-of-the-industry information. It includes the popular CattleFax industry Top-25 lists, ensuring this publication's long shelf life.

Advertising in *National Cattlemen's Directions* will keep your products and services in front of beef industry leaders year-round.

**CLOSING DATE: SEPTEMBER 12, 2016**

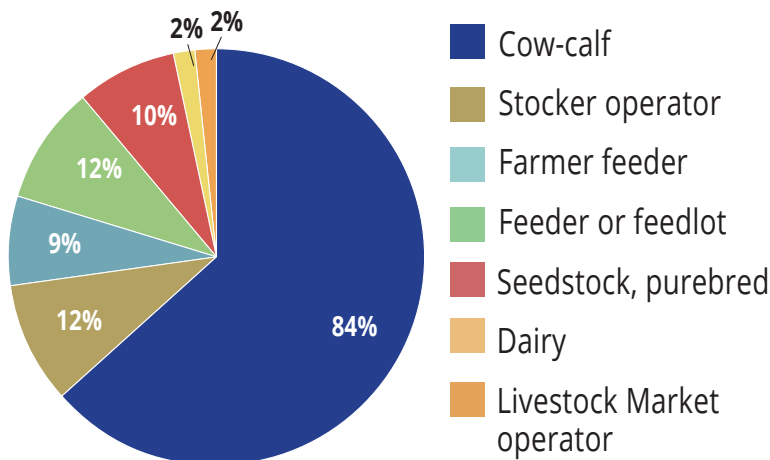
# National Cattlemen Directions Fall Edition



**National Cattlemen's  
Beef Association**

## YOUR CUSTOMER AT-A-GLANCE

### TYPE OF OPERATION



**63,000**  
monthly readership of  
*National Cattlemen* when  
counting pass-through readership

**75%**  
of *National Cattlemen* readers rank the  
newspaper as one of the better or  
one of the best industry publications  
they receive

## AD SPECIFICATIONS

Full page with bleed 8.875" (W) x 11.375" (H) Live area: 7.125" (H) x 9.625" (W)  
Trim area: 8.375" (W) x 10.875" (H)

Full page no bleed 7.125" (W) x 9.625" (H)

Double page spread with bleed 17.250" (W) x 11.375" (H) Live area: 15.5" (W) x 9.625" (H)  
Trim area: 16.75" (W) x 10.875" (H)

Half page Vertical: 3.74" (W) x 9.875" (H)

Half page Horizontal: 7.25" (W) x 4.98" (H)

Two-thirds Page 4.8" (W) x 9.8725" (H)

Third Page Vertical: 2.3" (W) x 9.8725" (H)

Third Page Horizontal: 7.25" (W) x 3.1725" (H)

Quarter-page Vertical: 3.875" (W) x 4.82" (H)

Quarter-page Horizontal: 7.25" (W) x 2.34" (H)

*To reserve your placement contact:*

Nicole Bechtel  
nbechtel@beef.org

Beka Wall  
bwall@beef.org

Jill DeLucero  
jdelucero@beef.org

Becca Brown  
rbrown@beef.org

**National Cattlemen's  
Beef Association**

MORE THAN 70% OF  
MEMBERS  
SAY THEY ARE MORE LIKELY TO  
PURCHASE FROM A COMPANY  
THAT SUPPORTS NCBA

## AD RATES

### ALL RATES INCLUDE

an e-link in the digital version  
of the magazine.

SIZE	COST
Double Page Spread	\$9,000
Outside Back Cover	\$5,175
Inside Front Cover or Inside Back Cover	\$5,175
Full Page	\$4,500
Two-thirds Page	\$3,750
One-half Page	\$3,000
One-third Page	\$2,730
One-quarter Page	\$2,250

## MATERIAL FORMAT

All advertisements must be submitted electronically, PDF/X1a is preferred/TIFF or EPS acceptable in CYMK with all black type as 100% black only. Files can be delivered by CD/DVD or FTP. (Please call for instructions.) Please ensure that are files are 300 dpi, ready to print with embedded fonts. If you require assistance in creating a PDF or uploading the file to the FTP, please call NCBA Design Services at 303-850-3468.