

Text



The Cattle Connection

THE CATTLE CONNECTION



The Cattle Connection is comprised of 25 State Cattlemen's Association Magazines. Each individually edited and published magazine is the "Official" communications piece between members and their associations. With a combined circulation of nearly 150,000 your brand has an opportunity to reach the heartbeat of the beef industry. These producers are viewed as influential early adapters of technology and information and wield a great amount of power at the local level!

The Cattle Connection gives you the flexibility to make a "national" buy or target specific states based upon your product and its target audience. No other medium offers you this combination of specificity and reach.



**Cattle
Connection**

ADVANTAGES WHEN WORKING WITH THE CATTLE CONNECTION



LOCAL EDITORIAL ENVIRONMENT

An environment full of up-to-date information on how producers can improve their operations.

LOYAL READERSHIP

Readers are drawn to stories that affect their herd. Members annually demonstrate support for publication by renewing their memberships.

OPPORTUNITY FOR ALIGNMENT WITH INDUSTRY LEADERS

These producers are early adapters for both technology and science. If your product is cutting edge, these producers want to know about it.



ADVANTAGES WHEN WORKING WITH THE CATTLE CONNECTION



REACH OF GEOGRAPHICALLY DEFINED TARGET

The Cattle Connection gives you the strength of a national buy, with the ability to heavy up or concentrate your efforts in a specific state or region.

DEMONSTRATE SALES SUPPORT

Local/regional reps are in the field trying to build relationships with our members. Your message can facilitate this process and directly contribute to product moving off of the shelves!



ADVANTAGES WHEN WORKING WITH THE CATTLE CONNECTION



ONE CONVENIENT SERVICE

The Powell Group Inc. has served as the National Advertising Rep of The Cattle Connection since 1994. We offer you one contact for all magazines and one invoice service. We have a deep understanding of each market/region and offer solutions to your advertising challenges.



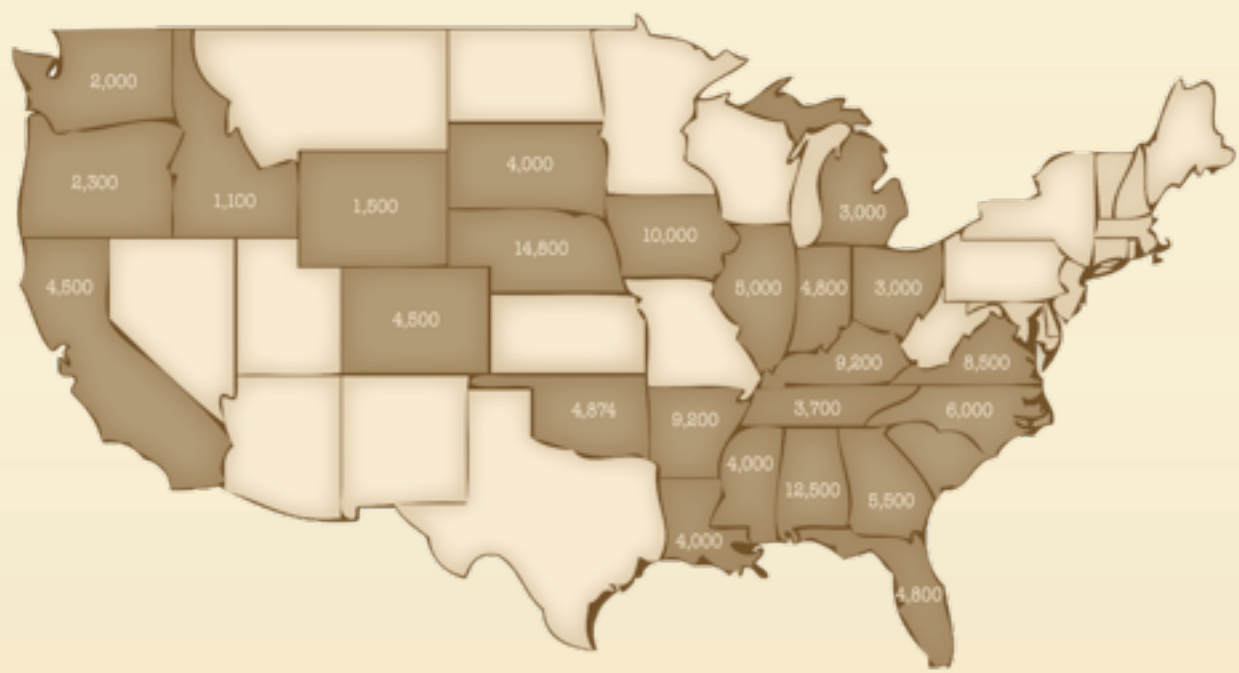
CIRCULATION

Alabama Cattleman	12,500
Arkansas Cattle Business	9,200
California Cattleman	4,500
Carolina Connection	6,000
Colorado Cattle Guard	4,500
Florida Cattleman	4,800
Georgia Cattleman	5,500
Idaho Cattleman	1,100
Illinois Beef	5,000
Indiana Beef	4,800
Iowa Cattleman	10,000
Kentucky Cattleman	9,200
Louisiana Cattleman	4,000
Michigan Cattleman	3,000
Mississippi Cattle Business	4,000
Nebraska Cattleman	14,800
Ohio Cattleman	3,000
Oklahoma Cowman	4,874
Oregon Beef	2,300
South Dakota Stockgrowers	4,000
Tennessee Cattle Business	3,700
Virginia Cattleman	8,500
Washington Ketch Pen	2,000
Western Cowman	14,000
Wyoming Cow Country	1,500

Total 145,474



STATE CATTLE PUBLICATION CIRCULATION



WESTERN COWMAN

14,000

TOTAL CIRCULATION

145,474

PUBLICATION SCHEDULE – 2011

Pub	Jan	Feb	March	April	May	June	July	August	Sept	Oct	Nov	Dec
Alabama												
Arkansas												
California												
Carolina												
Colorado												
Florida												
Georgia												
Idaho												
Illinois												
Indiana												
Iowa												
Kentucky												
Louisiana												
Michigan												
Mississippi												
Nebraska												
Ohio												
Oklahoma												
Oregon												
S. Dakota												
Tennessee												
Virginia												
Washington												
Wstn Cow												
Wyoming												

COLOR RATES – 2011

ALL RATES NET

	FULL PAGE		2/3 PAGE		1/2 PAGE		1/3 PAGE
Alabama	\$1,543.75		\$1,012.50		\$862.50		\$637.50
Arkansas	\$1,156.25		\$1,000		\$875		\$750
California	\$1,468.75		\$1,356.25		\$1,056.25		\$900
Carolina	\$962.50		\$837.50		\$743.75		\$625
Colorado	\$1,500		\$1,375		\$1,250		\$1,125
Florida	\$1,187.50		\$968.75		\$831.25		\$708.75
Georgia	\$925		\$781.25		\$705		\$637.50
Idaho	\$1,125		\$1,031.25		\$875		\$812.50
Illinois	\$1,175		\$1,025		\$887.50		\$725
Indiana	\$1,068.75		\$912.50		\$781.25		\$656.25
Iowa	\$1,650		\$1,275		\$1,225		\$650
Kentucky	\$1,317.50		*\$1,166.25		\$1,087.50		**\$865
Louisiana	\$1,332		\$1,207		\$1,025		\$957
Michigan	\$887.50		\$787.50		\$718.75		\$625
Mississippi	\$1,050		\$893.75		\$831.25		\$712.50
Nebraska	\$1,776.50		\$1,496		\$1,309		\$1,122
Ohio	\$920		\$780		\$675		\$570
Oklahoma	\$1,125		\$1,010		\$900		\$785
Oregon	\$993.75		\$812.50		\$718.75		\$612.50
S. Dakota	\$1,062.50		\$750		\$593.75		\$500
Tennessee	\$1,150		\$993.75		\$887.50		\$775
Virginia	\$1,325		\$1,087.50		\$1,006.25		\$900
Washington	\$1,093.75		*\$843.75		\$743.75		**\$656.25
Wstn Cow	\$1,535		\$1,320		\$1,105		\$935
Wyoming	\$1,018.75		\$875		\$768.75		\$650

QUOTES FOR INSERTS AVAILABLE UPON REQUEST.

* Actually 3/4 page

** Actually 1/4 page



BLACK & WHITE RATES – 2011

ALL RATES NET

	FULL PAGE		2/3 PAGE		1/2 PAGE		1/3 PAGE
Alabama	\$818.75		618.75		\$475		\$331.25
Arkansas	\$781.25		\$625		\$500		\$375
California	\$968.75		\$856.25		\$556.25		\$400
Carolina	\$625		\$500		\$406.25		N/A
Colorado	\$750		\$625		\$500		\$375
Florida	\$812.50		\$593.75		\$456.25		\$333.75
Georgia	\$581.25		\$437.50		\$362.50		\$293.75
Idaho	\$625		\$531.25		\$375		\$312.50
Illinois	\$675		\$525		\$387.50		\$356.25
Indiana	N/A		N/A		N/A		N/A
Iowa	\$1,031.25		\$750		\$575		\$375
Kentucky	\$755		*\$603.75		\$525		**\$302.50
Louisiana	\$713		\$588		\$407		\$338
Michigan	\$512.50		\$412.50		\$343.75		\$200
Mississippi	\$550		\$393.75		\$331.25		\$212.50
Nebraska	\$1,215.50		\$935		\$748		\$561
Ohio	\$570		\$430		\$325		\$220
Oklahoma	\$720		\$610		\$500		\$390
Oregon	\$618.75		\$437.50		\$343.75		\$237.50
S. Dakota	\$562.50		\$468.75		\$375		\$281.25
Tennessee	\$650		\$493.75		\$387.50		\$275
Virginia	\$675		\$437.50		\$356.25		\$250
Washington	\$750		*\$500		\$400		**\$312.50
Wstn Cow	\$1,030		\$820		\$605		\$435
Wyoming	\$643.75		\$500		\$393.75		\$275

QUOTES FOR INSERTS AVAILABLE UPON REQUEST.

* Actually 3/4 page

** Actually 1/4 page



ORDER AND MECHANICAL REQUIREMENTS



1. SPECIAL SERVICES

For any advertiser using two or more magazines, a one-order, one-invoice service is available.

2. ISSUANCE AND CLOSING DATES

Closing for orders is the 1st of the month preceding. Materials are due the 5th of the month preceding.



ORDER AND MECHANICAL REQUIREMENTS



3. INSERTION ORDERS

Advertisers using two or more magazines may use one contract that lists each publication. Send all contracts and orders to:

The Powell Group, Inc.
4162-B Carmichael Ct.
Montgomery, AL 36106
tel: 334-271-6100
fax: 334-271-6400
attn: Doyle Powell
dpowell@powellgroup.biz

4. AGENCY COMMISSION

15% on GROSS billing allowed to recognized agencies on space.



ORDER AND MECHANICAL REQUIREMENTS



5. GENERAL MECHANICAL REQUIREMENTS*

Space	Width	Depth
1 Pg	7.25"	10"
1 Pg bleed (untrimmed)	8.75"	11.5"
2 Pg Spread bleed (untrimmed)	17.5"	11.5"
1 Pg gutter bleed	7.75"	10"
1/2 Pg	7.25"	5"
1/2 Pg	4.75"	7.5"

All files should be sent as high res PDF's.

* Specs often vary slightly from state to state. Please inquire.

