FEED•LOT EDITORIAL

2021 Publishing Schedule and Editorial Calendar

Our editorial schedule is largely seasonal, focusing on timely topics important to the livestock industry. Every issue includes articles that are relevant to cattlemen's concerns at that time of year.

ISSUE DATES	MAIL DATES	SPACE CLOSE	MATERIALS DUE	SPECIAL FEATURES	EDITORIAL THEMES
January	1-15-21	12-4-20	12-4-20	Industry & Innovation	Special Issue NCBA Preview Issue – Copies Distributed at Show
February	2-10-21	1-8-21	1-8-21	Spring Calving	Spring issues feature articles on health; nutrition options with available feedstuffs/costs; industry issues; retained owner options; grazing topics; spring calving and breeding; employee management; environmental management and market updates
March	3-18-21	2-12-21	2-12-21		
April / May	4-6-21	3-5-21	3-5-21		
June	6-11-21	5-7-21	5-7-21	Pest & Parasite Control	Ad Study Survey Issue by Baxter Research
August	8-12-21	7-9-21	7-9-21		Fall issues focus on the Fall run of cattle; nutritional topics for starting cattle; backgroundging; pasture cattle updates; health issues; fall calving; winter prep; employee management; environmental management and market updates
Sept / Oct	9-9-21	8-16-21	8-16-21		
November	11-11-21	10-8-21	10-8-21		

All closing dates are for ROP (run of press) placements. **All inserts and cover wrap materials due 3 weeks prior to issue date.**

Cancellations or changes are not accepted after published closing date. Covers and Insert cancellations cannot be accepted on less than a 60 day notice preceding the publication date.

Represented by:

J.L. FARMAKIS, INC.
WHERE ADS DON'T JUST APPEAR, THEY PERFORM

GENERAL RATE POLICY

a. Rates and conditions given in this rate card are subject to change without notice.
b. Orders beyond 8 issues at rates then prevailing.
c. Contracts, orders or copy instructions containing conditions which conflict with publisher's policies will not be considered binding on the publisher.
d. Orders containing incorrect rates will be regarded as clerical errors and will be billed at current rates.
e. Editorial style copy will carry label "Advertisement."
f. No fraudulent or misleading advertising accepted. Copy subject to publisher's approval.
g. The publisher may reject any advertising, and an advertisement may be rejected at any time.
h. No rebate for errors arising from the wrong insertion or omission of key numbers.
i. It is understood and agreed that all orders must conform with the conditions set forth in this rate card, and that we reserve the right to eliminate from all orders any clauses that do not comply.
j. Advertisers and advertising agencies assume liability for all content (including text, representation and illustrations) of advertisements printed, and also assume responsibility for any claims arising against the publisher.
k. Publisher is not liable for delays in delivery and/or non-delivery in the event of an Act of God, action by any governmental or quasi-governmental entity, fire, flood, insurrection, riot, explosion, embargo, strikes (whether legal or illegal-labor), material shortage, transportation interruption of any kind, work slowdown, or any condition beyond the control of publisher affecting production or delivery in any manner.
l. Advertiser and advertising agency are jointly and severally liable for payment. Contracts, insertion orders. Purchase orders, etc. containing sequential liability clauses will not be accepted.

www.feedlotmagazine.com

116 E. Long, P.O. Box 850, Dighton, KS 67839
Corporate Office / Inhouse Sales: 800-798-9515
Phone: 620-397-2838
Email: feedlot@st-tel.net
www.feedlotmagazine.com

For National Sales Contact: Bob Brunker
J.L. Farmakis, Inc., 24 East Ave., #1350,
New Canaan, CT 06840
Email: bob@jlfarmakis.com
Sales Office: 203-834-8832

With Feed•Lot you reach just the people you want.

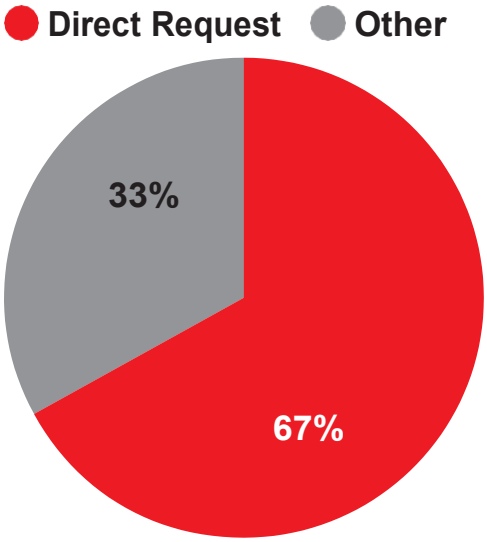
The heavy users of your product.

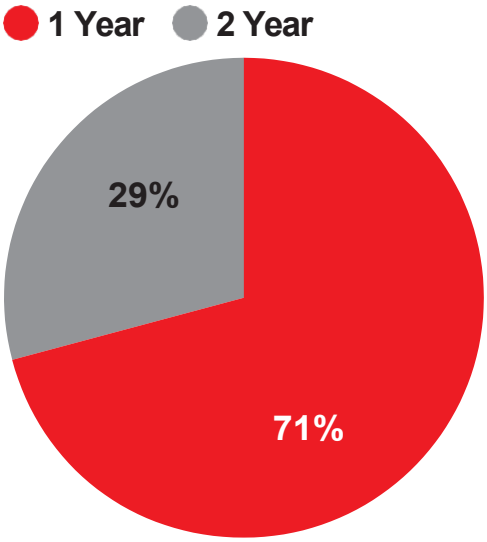
Reach only the people who are potential purchasers of your services, products or are prospective volume buyers. The ones who really count. Target your message to the trend setters, the large operators who others look to for new, innovative, and tested technology.

Feed•Lot Magazine – June 2020 – Quarterly Report Statistics

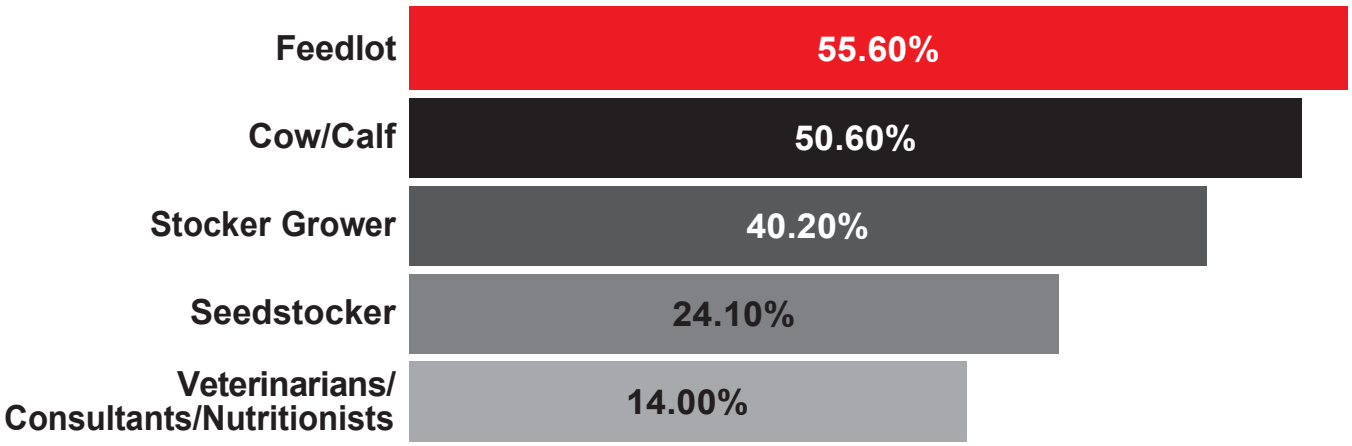
Mailed Circulation: 9512

Feedlot & Cow/Calf = 74.5% of circulation





Total Percentage of Subscribers



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ELECTRONIC NEWSLETTERS

FEED•LOT eNews

Average **33,000** emails per issue to a targeted feedlot and feeder calf market, having a **19%** open rate, and **16%** click-thru rate. With **45.98%** opened by mobile devices.

Published weekly, highlights news for cattle feeders and those in the feeder calf market.

YourCattle eNews

Average **37,547** emails sent per issue to a targeted cow/calf and stocker market, having an **18%** open rate, and **17%** click-thru rate. With **47.34%** opened by mobile devices.

Published every two weeks, highlights news for ranchers, seedstock and stocker operators.

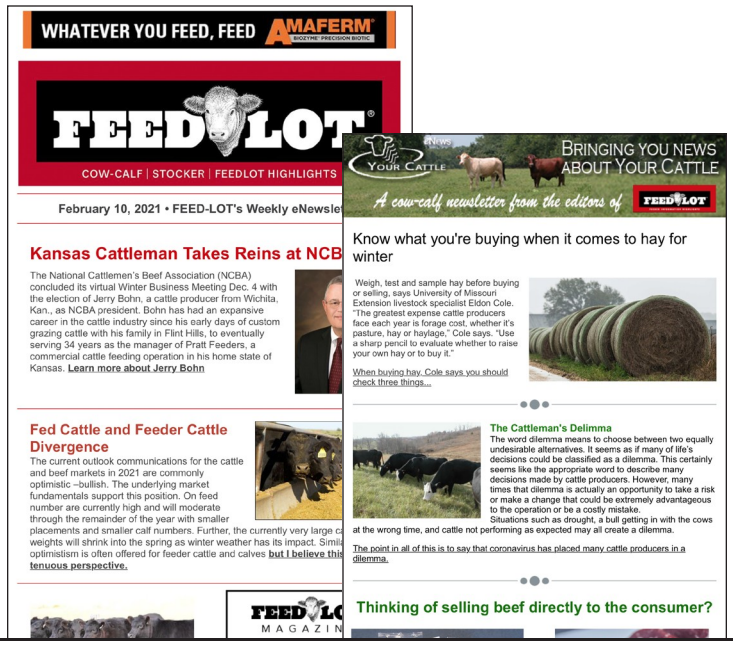
FEED•LOT's Digital Issue

Sent to **4,130** digital subscribers, **29%** of subscribers access the digital issue and **19%** of digital readers click on live weblinks in each issue. With **41.35%** opened by mobile devices.

Above statistics average January – December 2020.

Facebook

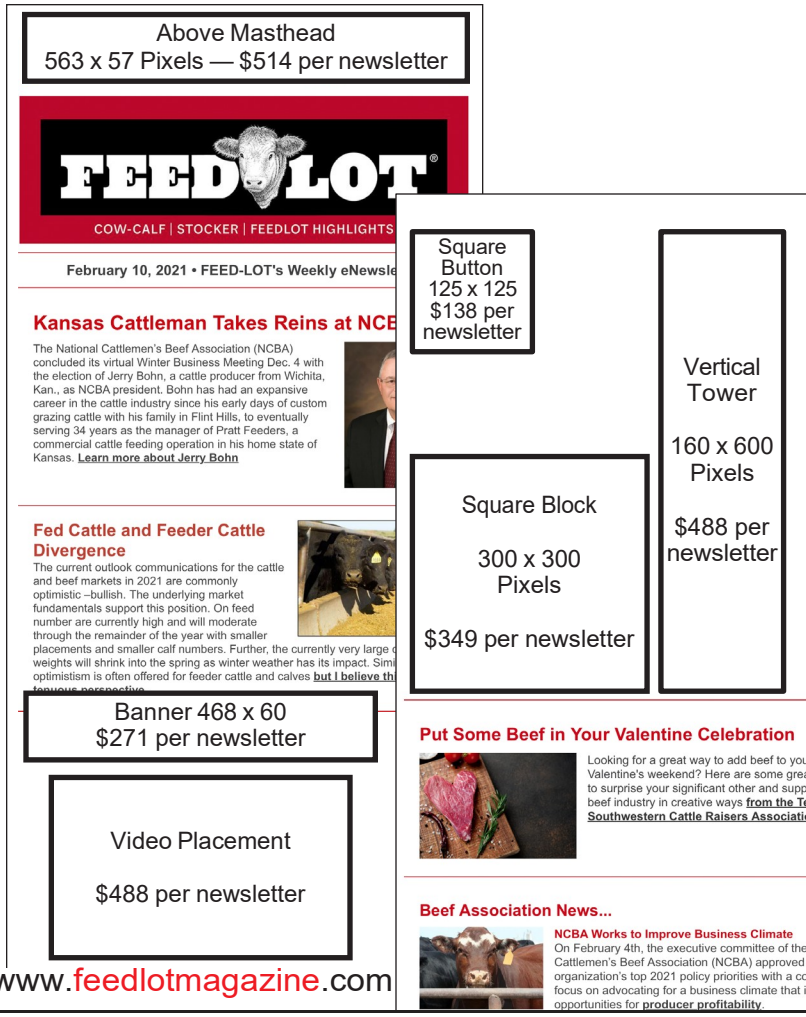
As of July 31st, 2020 – **30,000+** followers, **161,784** Engagements and **1,666,091** Reach.



eNewsletter		Per Week
563 x 57	Above Masthead	$514.00
160 x 600	Vertical Tower	488.00
125 x 240	Vertical Banner	271.00
468 x 60	Banner	271.00
300 x 300	Square Block	349.00
125 x 125	Square Button	138.00
125 x 90	Button	121.00
125 x 60	Button	109.00
Native Advertising		600.00
Video Placement		488.00

eNewsletter - Accept jpeg and gif files.

Native Advertising – Headline 5-7 words. Photo size Max 300 x 300. Maximum 60 words and may include photo, video snapshot or link. Will be labeled as 'Advertisement.'



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feedlotmagazine.com

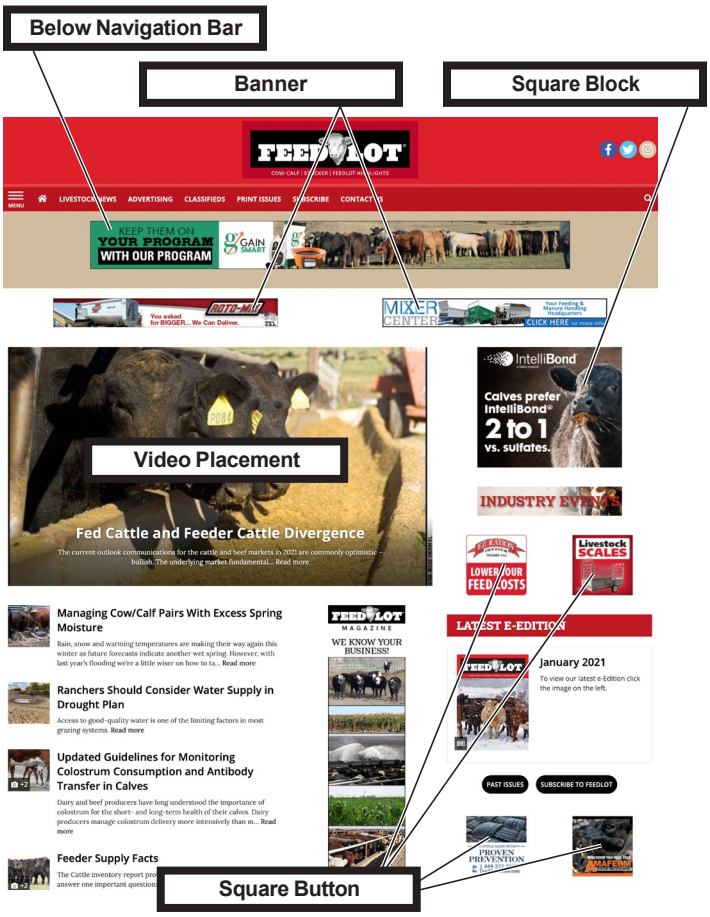
FeedLotmagazine.com offers a large variety of livestock-related news and is updated daily to keep cattlemen informed. Original content as well as press releases and new products provide a well-rounded scope of news, while the industry calendar alerts cattlemen of upcoming meetings and events.

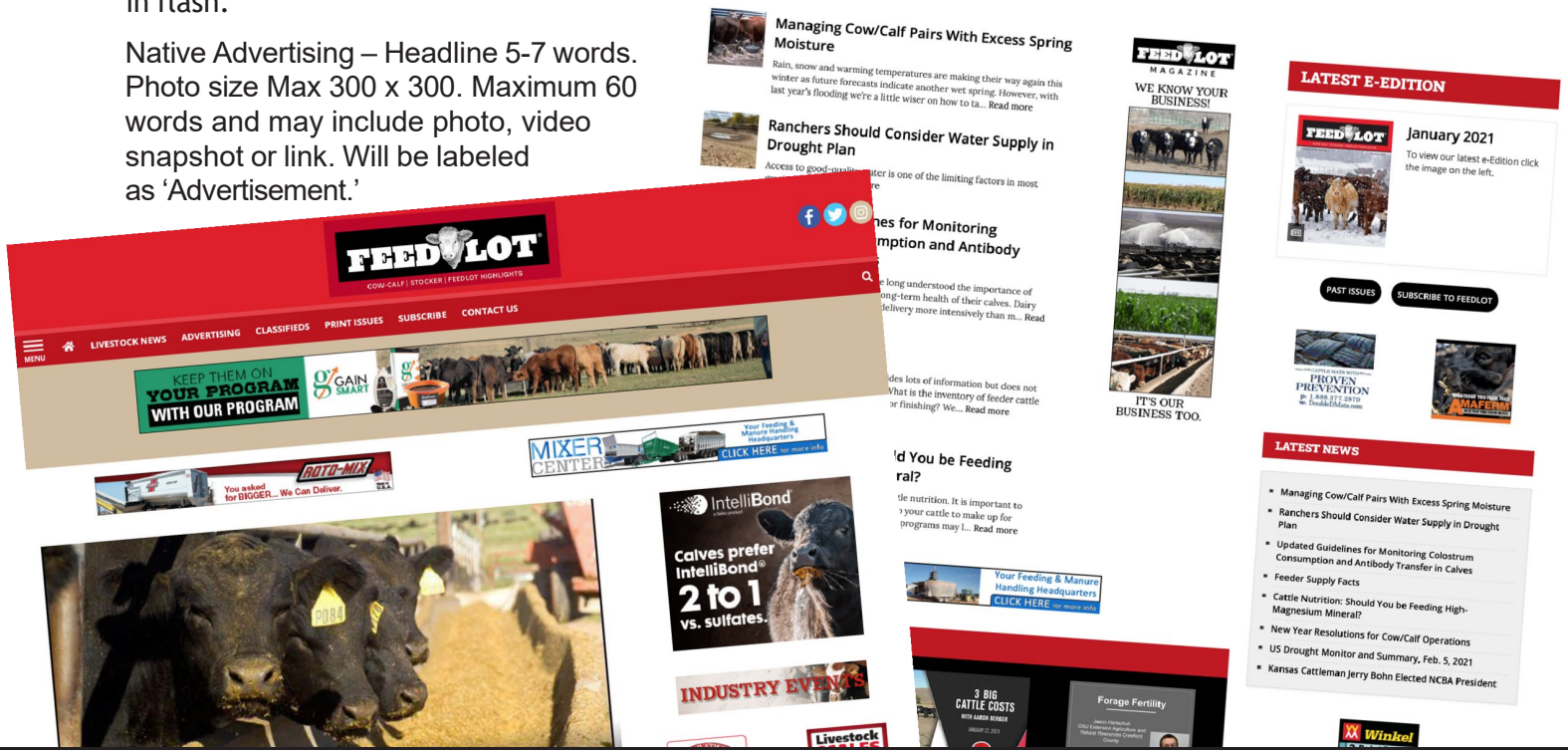
Web Prices		Net Per Month
1280 x 135	Above Masthead	$595.00
995 x 100	Below Navigation Bar	490.00
160 x 600	Vertical Tower	470.00
125 x 240	Vertical Banner	265.00
468 x 60	Banner	208.00
300 x 300	Square Block	349.00
125 x 125	Square Button	136.00
125 x 90	Button	117.00
125 x 60	Button	106.00
Native Advertising		600.00
Video Placement		488.00

Accept flash, jpeg and gif files - note some mobile devices will not display flash ads.

For FEED•LOT tracking do not embed url address in flash.

Native Advertising – Headline 5-7 words. Photo size Max 300 x 300. Maximum 60 words and may include photo, video snapshot or link. Will be labeled as 'Advertisement.'





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FEED•LOT ADVERTISING RATES

Magazine Front Section — *Black & White Gross rates effective January 1, 2021*

Size	Dimensions	1x	8x	12x	16x	24x
2 Page Spread	15 x 10”	6,542	6,051	6,018	5,986	5,921
2 Page with Bleed	16 x 10.75”	6,542	6,051	6,018	5,986	5,921
1 Page No Bleed	7 x 10”	3,270	3,026	3,010	2,994	2,962
1 Page with Bleed	8 x 10.75	3,270	3,026	3,010	2,994	2,962
2/3 Page Vertical	4.583 x 9.667”	2,389	2,144	2,112	2,077	2,038
1/2 Page Island	4.583 x 7.5”	2,030	1,875	1,829	1,782	1,693
1/2 Page Horizontal	7 x 4.875”	1,717	1,588	1,580	1,572	1,553
1/2 Page Horizontal with Bleed	8 x 5.458”	1,717	1,588	1,580	1,572	1,553
1/2 Page Vertical	3.375 x 9.667”	1,717	1,588	1,580	1,572	1,553
1/2 Page Vertical with Bleed	3.38 x 10.75”	1,717	1,588	1,580	1,572	1,553
1/3 Page Horizontal	7 x 3.25”	1,243	1,149	1,144	1,139	1,125
1/3 Page Vertical	2.167 x 9.667”	1,243	1,149	1,144	1,139	1,125
1/3 Page Square	4.583 x 4.875”	1,243	1,149	1,144	1,139	1,125
1/4 Page Vertical	3.375 x 4.875”	917	847	844	839	828
1/4 Page Horizontal	4.583 x 3.375”	917	847	844	839	828
1/6 Page Vertical	2.167 x 4.875”	647	599	596	593	583
1/6 Page Horizontal	4.583 x 2.25”	647	599	596	593	583
1/8 Page Vertical	2.167 x 3.625”	498	462	460	457	453
Column Inch	2.167 x 1”	179	168	167	166	165

*Ad size represents magazine trim size, ADD 1/8” bleed on all sides

Live safety area on bleed ad is 1/4” to 1/2” inside of trim. SWOP printing standards recommends no copy within 1/4” inside of trim

**Approximate fraction represents ad size rounded to closest 1/8”. When building actual ad please refer to exact decimal dimensions. These measurements represent exact dimensions used in magazine production.

Advantage Section

	1x	8x
1/2 Page Island	1,391	1,286
1/2 Page Horizontal	1,175	1,145
1/3 Page Horizontal	849	773
1/4 Page Vertical/Horizontal	628	569
1/6 Page Vertical/Horizontal	441	403
1/8 Page Vertical	340	309
Column Inch	121	111

Color Rates

Four Color $678
1/2 Page or less - 4 color process $340

Cover Rates and Inserts

Call for pricing, availability and specifications.

Advertising Requirements

Press quality PDFs are preferred, and can be emailed or uploaded to supplied Drop Box link. Live or working files in most high-end programs are accepted, please call for details.

Billing Information

a. Agency commission, 15%, not including advantage advertising.
b. Billing on first day of magazine mailing.
c. Terms: Net 30 days from invoice date. Add 3% to invoice if paying with Visa/MC Discover.

Issuance, Closing & Cancellation Dates

ISSUE	ADVERTISING CLOSING DATE
29-1 Jan. – Industry & Innovation	December 4, 2020
29-2 February – Spring Calving	January 8, 2021
29-3 March	February 12, 2021
29-4 April/May	March 5, 2021
29-5 June – Parasite & Pest Control	May 7, 2021
29-6 August	July 9, 2021
29-7 September/October	August 16, 2021
29-8 November	October 8, 2021

Mechanical same day as closing.

Cancellations or changes not accepted after closing date. (Cover and insert cancellations cannot be accepted on less than 60 days notice preceding publication date.) Call regarding late placement and material deadlines. We will accommodate advertisers as much as possible.