

# The PROGRESSIVE FARMER



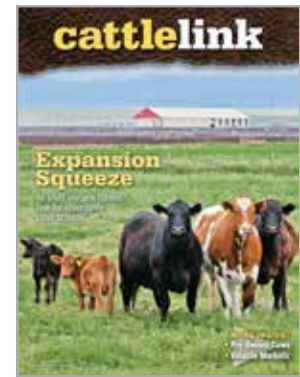
## Foundation opportunity to reach Top U.S. cattle producers

Put yourself in front of the nations largest cattle producers

CattleLink is a dedicated feed-focused edition of *The Progressive Farmer*, relevant to fed, stocker and beef operations.

### CattleLink circulation, state by state

Alabama	5,849	Nebraska	17,596
Arizona	480	Nevada	272
Arkansas	4,518	New Hampshire	27
California	1,906	New Jersey	99
Colorado	3,326	New Mexico	1,348
Connecticut	72	New York	1,231
Delaware	203	North Carolina	6,830
Florida	2,379	North Dakota	5,641
Georgia	7,208	Ohio	7,210
Idaho	1,486	Oklahoma	10,748
Illinois	15,111	Oregon	1,002
Indiana	8,132	Pennsylvania	2,112
Iowa	24,578	Rhode Island	2
Kansas	14,047	South Carolina	2,577
Kentucky	14,029	South Dakota	11,130
Louisiana	3,124	Tennessee	7,540
Maine	73	Texas	20,844
Maryland	1,295	Utah	586
Massachusetts	50	Vermont	157
Michigan	4,001	Virginia	6,978
Minnesota	12,344	Washington	1,094
Mississippi	4,767	West Virginia	1,855
Missouri	12,344	Wisconsin	6,217
Montana	4,767	Wyoming	1,400



### Unmatched reach

Reach herds of all sizes and geographies that is important to cattle production.



## Get more with CattleLink

### Reach

Connect with your customers and new prospects with best and broadest reach of the U.S. cattle market.

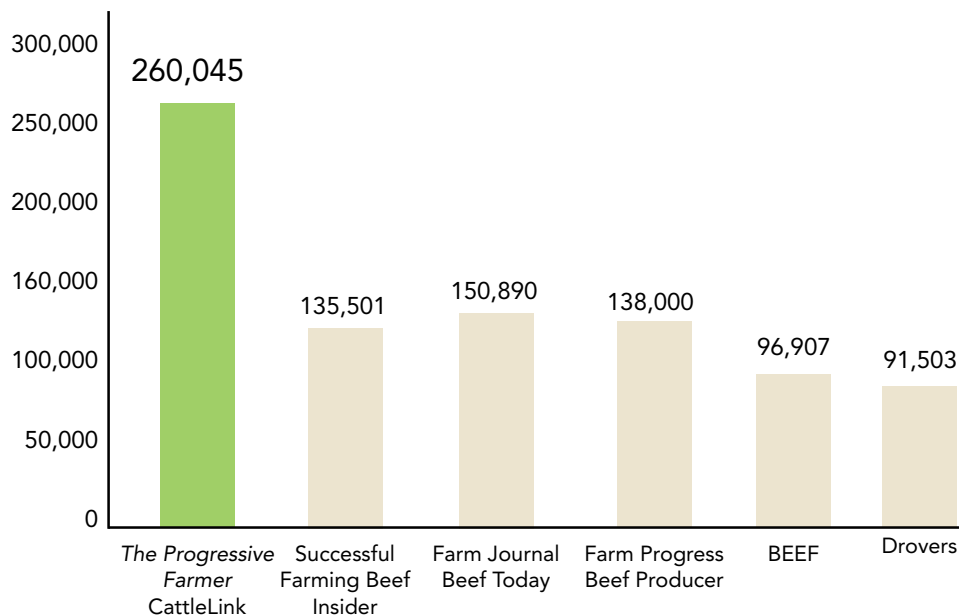
### Coverage

You'll penetrate the typically under-delivered southern market — CattleLink connects you with 100,000 beef cattle operators in the South.

### Efficient investment

Your ad dollars deliver greater efficiencies and more market via the industry's most decorated, dynamic editorial product.

## CattleLink's circulation advantage



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# The PROGRESSIVE FARMER



## 2017 CattleLink Editorial calendar

CattleLink provides highly-respected editorial coverage focused on the needs of leading cow-calf, stocker, and feedlot operators. It delivers the latest on key industry issues, advice on business practices, innovations to evolve current practices, expert market analysis of trends and pricing strategies, and marketing techniques that can help maximize profits and minimize losses.

### January 2017 (winter)

IO due: 11.17.16                      Art due: 11.30.16

Theme: BQA Masters

Articles to be included:

- Profile of a "BQA Master" — Cow/Calf
- Cajun Cowboys
- Knutson Angus Profile
- Meat Banks
- Raise Em or Buy Em
- Fit the Cow to the Environment

### February 2017

IO due: 12.15.16                      Art due: 12.28.16

Theme: Genetics

Articles to be included:

- Houch Ranch, Embryo Transfer
- New Reproduction Strategies
- Sexing and Genotyping Go Mainstream
- TN AI Program
- Cloning Cattle

### March 2017

IO due: 01.19.17                      Art due: 02.01.17

Theme: Parasites

Articles to be included:

- Selecting Genetics for Disease and Parasite Control
- The Forage Based Bull
- Springlake Profile
- Lonophores and Grazing

### April 2017

IO due: 02.16.17                      Art due: 03.01.17

Theme: Forages/Hay/Grazing

Articles to be included:

- Supplementation Strategies Built Around Protein
- McBee Cattle Company Profile
- Stockpiling Warm Season Grasses Saves
- Establishing Pasture Rental Rates
- Added N Boosts Toxins in Tall Fescue

## May 2017

IO due: 03.16.17 Art due: 04.05.17

Theme: Profitability

Articles to be included:

- Sauer Cattle Co. Profile
- Remote Control Cattle Management
- Mineral Selection and Use

## June 2017

IO due: 04.20.17 Art due: 05.03.17

Theme: Stockers

Articles to be included:

- SparrowK Livestock Profile
- Creep Feeding Economics
- Is Retained Ownership Getting Riskier

## July 2017

IO due: 06.01.17 Art due: 06.14.17

Theme: Beef's Customers

Articles to be included:

- How Antibiotic Use Has Changed in Ten Years

## August 2017

IO due: 06.15.17 Art due: 06.28.17

Theme: Calving/Preconditioning

Articles to be included:

- What Part of Preconditioning is Non-Negotiable

## September 2017

IO due: 07.20.17 Art due: 08.02.17

Theme: Marketing

Articles to be included:

- Fall Cow-Calf Market Outlook

## October 2017

IO due: 08.17.17 Art due: 08.30.17

Theme: Heard Health

## November 2017

IO due: 09.14.17 Art due: 09.27.17

Theme: Winter Conditioning

## December 2017

IO due: 10.19.17 Art due: 11.01.17

Theme: Reproduction

Articles to be included:

- Twenty-Five Day Countdown to Preg Checks

## Monthly articles

- Sort and Cull
- Industry News and Issues



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# The PROGRESSIVE FARMER



## CattleLink Print and digital ad rates

Please send all insertion orders to your sales rep

Print edition	Circulation	4-color full page	2/3 page	1/2 page	1/3 page
Beef Select National	260,000	\$15,600	\$10,920	\$9,360	\$6,240

\*All rates are quoted as gross open rates

Print artwork may be sent to:

The Progressive Farmer  
 Attn: Tony Green  
 2204 Lakeshore Drive, Ste 416  
 Birmingham, AL 35209  
 tony.green@dtm.com  
 1.205.415.4733

You can also upload print ads/art via ftp:

Site url: FTP.progressivefarmer.com  
 Username: pfordvertising  
 Password\*\*: zeVeCr5s

\*\*Password is case sensitive

### Digital properties

CattleLink weekly e-newsletter (27,000 subscribers)	\$1,250 per issue
www.dtnprogressivefarmer.com — livestock channel 100 percent SOV	\$60 CPM

Digital artwork may be sent to:

Jackie Cairnes  
 Jackie.cairnes@dtm.com  
 205-415-4719



# The PROGRESSIVE FARMER



## CattleLink Weekly e-newsletter

### Details

- Delivered weekly
- Sent to approximately 15,000 beef producers who have signed up to receive the e-newsletter
- Includes time-sensitive news for cattlemen

### Content includes

- Market commentary and weather analysis
- Information on cattle production and management
- Coverage of ag policy issues affecting cattle producers

### Enhanced ad units

- \$1,250 per issue
- Leaderboard 728 X 90 pixels
- Box ad 300 X 250 pixels



**LEADERBOARD** 728x90 pixels  
40 kb max

**cattlelink WEEKLY**

**BIG BOX**  
300x250 pixels  
40 kb max

**Cattlelink News**  
VIEW MORE +

**Borrowed Land**  
5/12/2019 | 11:28 AM CDT  
Management of 23,000-acre ranch reflects the feed firm's response to range drought.

**BQA Certification**  
5/12/2019 | 11:28 AM CDT  
Beef Quality Assurance Certification Free

**Ag Confidence Index Falls**  
5/12/2019 | 11:28 AM CDT  
Management of 23,000-acre ranch reflects the feed firm's response to range drought.

**Ask the Vet**  
5/12/2019 | 11:28 AM CDT

**Harrington's Sort & Cull**  
5/12/2019 | 11:28 AM CDT  
Wipe Your Nose and Power On

**Today's Market View**  
5/12/2019 | 11:28 AM CDT  
Live Cattle: Commercial buying continues to provide support.  
Feeder Cattle: Once again, the market is exhibiting a possible long-term rise.  
Lean Hogs: The market remains in a strong downward on-weekly track.  
Cash Corn: The market remains in a sideways trend.  
Soybean Meal: The long-term commercial outlook remains bullish.

Contract	Month	Open	High	Low	Close
ELEC. LIVE CATTLE(12)	Dec-18	197.800a	197.800a	197.800a	197.800a
ELEC. FEEDER CATTLE(12)	Dec-18	151.775a	151.775a	151.775a	151.775a
ELEC. LEAN HOGS(12)	Dec-18	68.175a	68.175a	68.175a	68.175a
ELEC. MILK CLASS(12)	Dec-18	16.28	16.28	16.28	16.28
ELEC. CORN(12)	Dec-18	3.69	3.69	3.69	3.69
ELEC. SOYBEAN MEAL(12)	Dec-18	315.9	315.9	315.9	315.9
ELEC. WHEAT(12)	Dec-18	6.06	6.06	6.06	6.06

**Local Forecast**  
ALABASTER, AL

Today	8 AM	10 AM	2 PM	8 PM
Temp	67°F	80°F	80°F	88°F
Wind Spd	EV	8	8	8
Wind Dir	N	NNE	NNE	N
Humid %	-	-	-	-

**Local Forecast**  
ALABASTER, AL

TODAY	WED	THU	FRI	SAT
80°F	80°F	81°F	80°F	80°F
87°F	87°F	87°F	88°F	88°F

**BIG BOX**  
300x250 pixels  
40 kb max

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DTN/The Progressive Farmer | 3113 West Dodge Road | Omaha, NE 68114

### METRICS

Open Rate	31.33%
Click Rate	0.17%



# The PROGRESSIVE FARMER



## dtnpf.com livestock

### Livestock coverage

- Harrington's Sort & Cull
- Latest livestock news
- Coverage of industry innovations

### Advertising

- \$60 CPM

### Enhanced ad units

- Leaderboard (3) 728 X 90 pixels
- Box ad (3) 300 X 250 pixels



### Monthly customer usage

- Monthly unique visitors 3,400
- Monthly page views 7,200



### About dtnpf.com

DTNpf.com is a leading source of breaking agriculture news, markets, and weather forecasts. The editors of DTN and *The Progressive Farmer* provide the most updated online coverage on crops, livestock, futures trading, farm business, equipment, ag policy, and farm life.



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