

The PROGRESSIVE FARMER



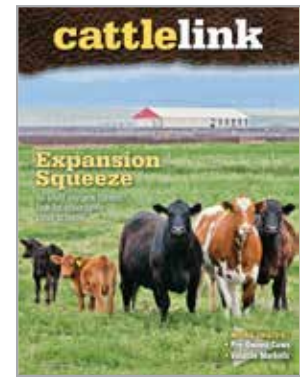
Foundation opportunity to reach Top U.S. cattle producers

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.

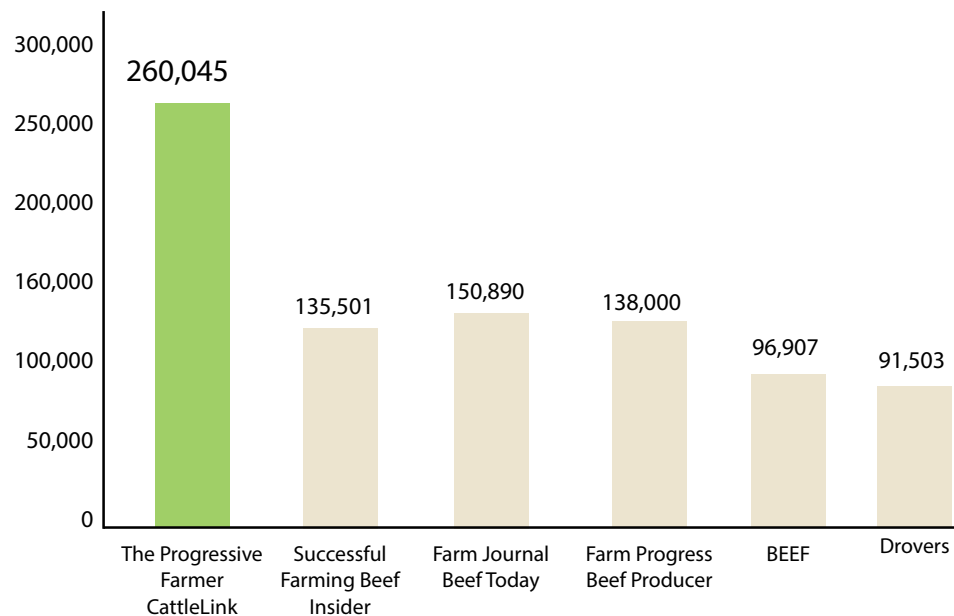
Coverage

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



2018 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 2018

IO due: 11.17.17 Art due: 11.29.17

Theme: BQA Masters

Articles to be included:

- Cow-calf profile, Wyoming
- Photo Story: Regional Stockmanship Event
- Follow a Beef Checkoff Dollar
- Low Input, Low Labor Beef
- The VFD One Year Later
- Why Fast Food Restaurants are Moving Toward Fresh Beef

February 2018

IO due: 12.15.17 Art due: 12.27.17

Theme: Genetics

Articles to be included:

- West Texas Cloning Project
- Genetic Improvements Continue in Feed Efficiency
- Heat Tolerance by the DNA
- Questions about the Accuracy of GE-EPDs
- The Bugs Cattle Need
- Cow-calf profile, Midwest

Mid-February Extra

IO due: 12.29.17 Art due: 01.10.18

Articles to be included:

- Profile of a Seedstock Producer using Genotyped Embryos to Speed up Program
- Silage Safety

March 2018

IO due: 01.19.18 Art due: 01.31.18

Theme: Parasites

Articles to be included:

- Fly Management a Growing Challenge
- Profile: Forrest Wood, Cattle Land and Bass Boats
- Lonestar Tick Comeback
- Anaplasmosis Under the VFD

April 2018

IO due: 02.16.18 Art due: 02.28.18

Theme: Forages/Hay/Grazing

Articles to be included:

- Avoid Mineral Waste
- Rotational Grazing Over Mob
- Profile: Diane Spurlock, A Fresh Look at Grazing
- Pros and Cons of the Novel Endophyte
- Out of the Hay Business

May 2018

IO due: 03.16.18 Art due: 03.28.18

Theme: Profitability

Articles to be included:

- Profile: The Making of a Rodeo Bull
- Adding Value

June 2018

IO due: 04.20.18 Art due: 05.02.18

Theme: Beef's Millennials

Articles to be included:

- Running the Ranch Young

July 2018

IO due: 06.01.18 Art due: 06.13.18

Theme: Beef's Customers

Articles to be included:

- Marketplace Myths

August 2018

IO due: 06.22.18 Art due: 07.05.18

Theme: Calving/Preconditiong

Articles to be included:

- TBD

September 2018

IO due: 07.20.18 Art due: 08.01.18

Theme: Marketing

Articles to be included:

- TBD

October 2018

IO due: 08.17.18 Art due: 08.29.18

Theme: Heard Health

- TBD

November 2018

IO due: 09.14.18 Art due: 09.26.18

Theme: Winter Conditioning

- TBD

December 2018

IO due: 10.19.18 Art due: 10.31.18

Theme: Reproduction

Articles to be included:

- TBD

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: pfadvertising
 Password**: zeVeCr5s

**Password is case sensitive

Digital properties

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

Digital artwork may be sent to:
 Patti Dunaway
 Patti.dunaway@dtm.com
 402.399.6449



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
- Box ad

728 X 90 pixels
300 X 250 pixels



LEADERBOARD 728x90 pixels
40 kb max

cattlelink WEEKLY

BIG BOX
300x250 pixels
40 kb max

Cattlink News
VIEW MORE +

Borrowed Land
11/22/19 | 11:28 AM CST
Management of 23,000-acre ranch reflects the best land's ownership for range health.

BQA Certification
11/22/19 | 11:28 AM CST
Beef Quality Assurance Certification: Free

Ag Confidence Index Falls
11/22/19 | 11:28 AM CST
Survey shows beef producers' confidence in the future is down.

Ask the Vet
11/22/19 | 11:28 AM CST
Should I use a...?

Harrington's Sort & Cull
11/22/19 | 11:28 AM CST
Wipe Your Nose and Power On

Today's Market View
11/22/19 | 11:28 AM CST
Live Cattle: Commercial buying continues to provide support.
Feeder Cattle: Once again, the market is indicating a possible long-term rise.
Lean Hogs: The market remains in a strong downward on-week cycle.
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(15)	Dec-18	197.800a	197.800a	197.800a	0.025
ELEC. FEEDER CATTLE(15)	Dec-18	157.300a	157.300a	157.300a	-0.750
ELEC. LEAN HOGS(15)	Dec-18	54.825a	54.825a	54.825a	-0.025
ELEC. SOYBEAN MEAL(15)	Dec-18	315.5	315.5	315.5	0.8

Local Forecast
ALABASTER, AL

Today	8 AM	10 AM	2 PM	8 PM
Temp	67°F	80°F	80°F	69°F
Wind Spd	EV	8	8	8
Wind Dir	N	NNE	NNE	N
Humid %	-	-	-	-

BIG BOX
300x250 pixels
40 kb max

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40 kb max

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METRICS

Open Rate	30.07%
Click Rate	0.10%

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

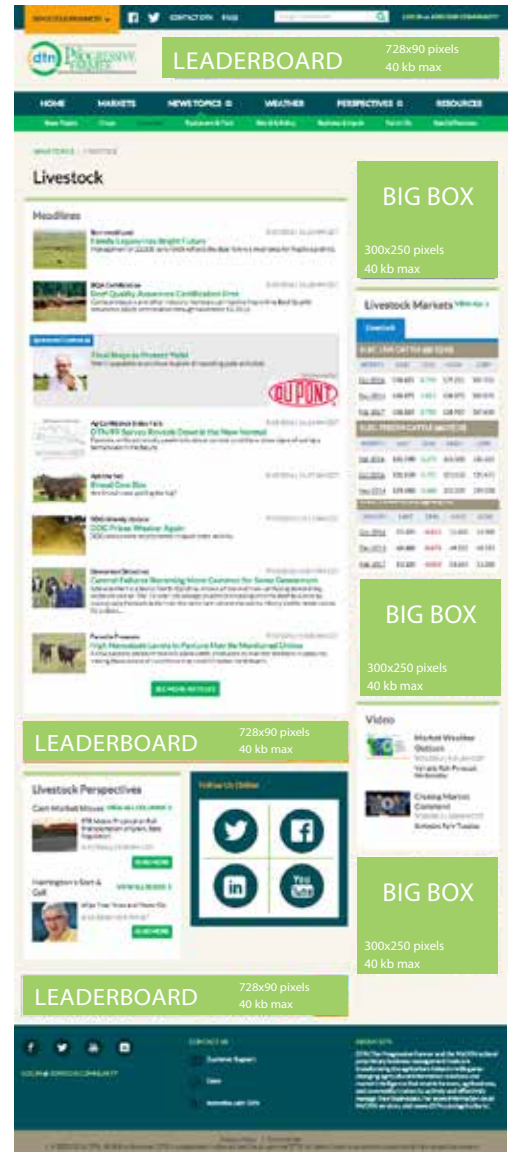
- Leaderboard (3)
- Box ad (3)

728 X 90 pixels
300 X 250 pixels



Monthly customer usage

- Monthly pageviews 20,111



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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