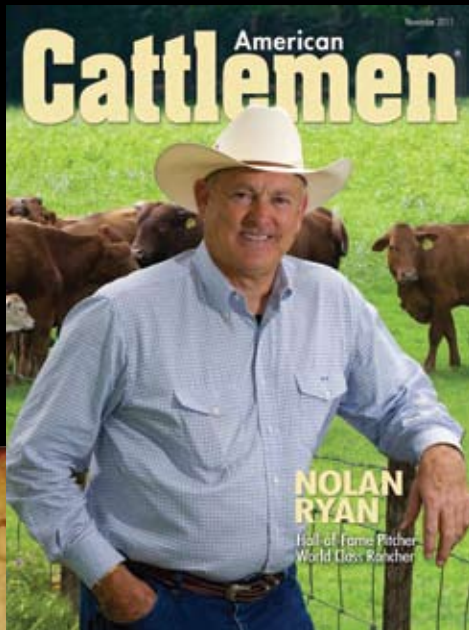


*“The Premier Multi-Media
Source for Reaching America’s
Livestock Producers”*



■ www.americancattlemen.com



■ www.americandairymen.com

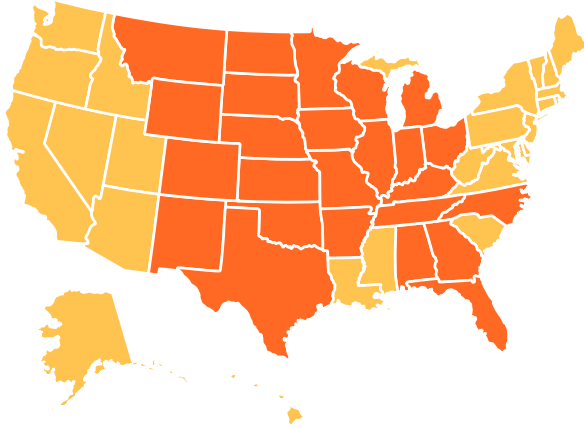
2012 media

■ Livestock Media Group - A Division of Heartland Communications, Inc.

2012 Distribution Profile

American Cattlemen®

Circulation : 40,000

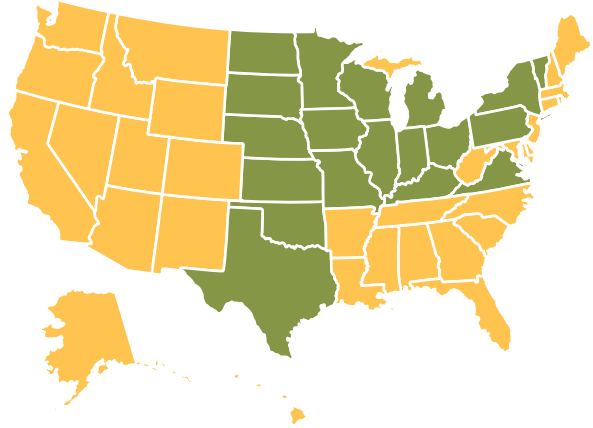


Primary Reader

- Beef Cattle Producer
- Herd size 200-1,000
- Cow/Calf

American Dairymen

Circulation : 40,000



Primary Reader

- Dairy Cattle Producer
- Herd size 50-500
- Cow/Calf

■ American Cattlemen Magazine Distribution ■ American Dairymen Magazine Distribution ■ Digital Distribution

2012 Closing Dates

Publication	Issue	Close	Publish	Shows	Publication	Issue	Close	Publish	Shows
Cattlemen	February	1/3/2012	1/10/12	A,B,	Dairymen	February	1/16/2012	1/24/12	A,B,C
Cattlemen	March	1/30/2012	2/7/12	C	Dairymen	March	2/13/2012	2/21/12	
Cattlemen	April	3/5/2012	3/13/12		Dairymen	April	3/19/2012	3/27/12	
Cattlemen	May	4/2/2012	4/10/12		Dairymen	May	4/16/2012	4/24/12	
Cattlemen	June	4/30/2012	5/8/12		Dairymen	June	5/14/2012	5/22/12	
Cattlemen	July	6/4/2012	6/12/12		Dairymen	July	6/18/2012	6/26/12	
Cattlemen	August	7/2/2012	7/10/12	D,E	Dairymen	August	7/16/2012	7/24/12	E
Cattlemen	September	7/30/2012	8/7/12		Dairymen	September	8/13/2012	8/21/12	F
Cattlemen	October	8/27/2012	9/4/12	F	Dairymen	October	9/10/2012	9/18/12	G,H
Cattlemen	November	9/24/2012	10/2/12	H	Dairymen	November	10/8/2012	10/16/12	
Cattlemen	December	10/29/2012	11/6/12		Dairymen	December	11/12/2012	11/20/12	
Cattlemen	January	11/26/2012	12/4/12		Dairymen	January	12/10/2012	12/18/12	

A- Iowa Power Farming Show B- National Cattlemen's Beef Association (NCBA) C- National Farm Machinery Show D- Wisconsin Farm Tech Days
E- FarmFest F- Farm Science Review G- World Dairy Expo H- Sunbelt Expo

Showcasing Producers

American Cattlemen and American Dairymen have been trusted resources for America's beef and dairy producers for over 20 years. Published monthly (in print and digital formats) and distributed to over 80,000 active ranchers and dairy producers, American Cattlemen and American Dairymen are essential and economical vehicles for all livestock advertisers or industry suppliers.

American Cattlemen magazine is read by ranchers and producers with herd size from 200 to 1000, on farmland of 150 to 5,000 acres. But, not only are they the nation's top beef producers, 95% report they produce their own forage crops as well. The reader of American Cattlemen is predominately male (75%), age 40-65 and is the primary decision maker for all purchases for the livestock business as well as the family farm and home.

American Dairymen magazine is read by dairy producers with herd size from 100 to 500, on farmland of 100 to 4,500 acres. They are America's top dairy producers with 70% reporting they produce their own forage crops as well. The reader of American Dairymen is predominately male (70%), age 35-65 and is the primary decision maker for all purchases for the livestock business as well as the family farm and home.

Distribution of American Cattlemen and American Dairymen is through a strategic, targeted and proven network. Single copies are mailed direct to cattle and dairy producers, livestock dealers, subscribers and leaders in the livestock industry. Bulk copies are sent to over 500 dealers, feed and supply stores, associations and Ag / livestock related businesses that have requested them for customer distribution. Both magazines are available in a digital version, sent via email to over 40,000 subscribers.



Our Value Proposition

■ **PRICE** - our rates and CPM are the most competitive and among the lowest in the industry. Your rate also includes FREE 4-color and graphic design assistance if needed.

■ **PRINT DISTRIBUTION / READERSHIP** - American Dairymen and American Cattlemen reach only active producers in the top beef cattle and dairy states in the nation. Each reader is personally verified by our in-house circulation specialists to guarantee that they are a producer and want to receive our magazines.

■ **DIGITAL DISTRIBUTION** - Our digital versions have over 40,000 additional readers nationally and is available via email to any producer or through our website. All magazine advertisers are included in the online magazine at no additional charge.

■ **E-NEWSLETTER MARKETING** - Every month we email a newsletter with new products, new industry related information and a link to our magazine. Your company can be showcased with a video or banner ad for a very economical cost. The newsletter is sent out monthly to over 27,000 qualified dairy producers and over 21,000 qualified beef cattle producers.

■ **WEBSITE ADS** - Greatly increase your exposure to our readers and cattle/dairy producers with a banner or block advertisement on our www.americandairymen.com or www.americancattlemen.com websites.



2012 Print, Multi-Media & Web Rates

Priority Pages	1x	Multi-media Package	4x	Multi-media Package	6x	Multi-media Package	12x	Multi-media Package
Inside Front Cover	\$ 1,695	\$ 2,195	\$ 1,610	\$ 2,060	\$ 1,529	\$ 1,929	\$ 1,453	\$ 1,803
Inside Back Cover	\$ 1,695	\$ 2,196	\$ 1,610	\$ 2,060	\$ 1,529	\$ 1,929	\$ 1,453	\$ 1,803
Back Cover	\$ 1,765	\$ 2,265	-----	-----	-----	-----	-----	-----
Front Cover Banner	\$ 2,000	\$ 2,500	-----	-----	-----	-----	-----	-----

Display Ads	1x	Multi-media Package	4x	Multi-media Package	6x	Multi-media Package	12x	Multi-media Package
Full Page	\$ 1,336	\$ 1,836	\$ 1,273	\$ 1,723	\$ 1,210	\$ 1,610	\$ 1,060	\$ 1,410
1/2 Page	\$ 795	\$ 1,295	\$ 724	\$ 1,174	\$ 689	\$ 1,089	\$ 648	\$ 998
1/4 Page	\$ 665	\$ 1,165	\$ 610	\$ 1,060	\$ 556	\$ 956	\$ 503	\$ 853
Classified	\$ 42	-----	\$ 40	-----	\$ 38	-----	\$ 36	-----
Column Inch	\$ 49	-----	\$ 47	-----	\$ 45	-----	\$ 42	-----

*Multi-Media package includes: Website and digital Newsletter block ad or embedded video

■ Pre-printed Inserts

1 sheet (2 sides)	\$1,500
2 sheets (4 sides)	\$2,500

Must be 7.25" x 10" or smaller. Odd sizes or multiple pages? Call for a quote.

Ship to: RR Donnelley, 1600 N. Main, Pontiac, IL, 61764.
Attn.: Dave Petersen



Web Advertising

■ Embedded Video

Bring your sales message to life by including a video of your product in the digital version of American Cattlemen or American Dairymen

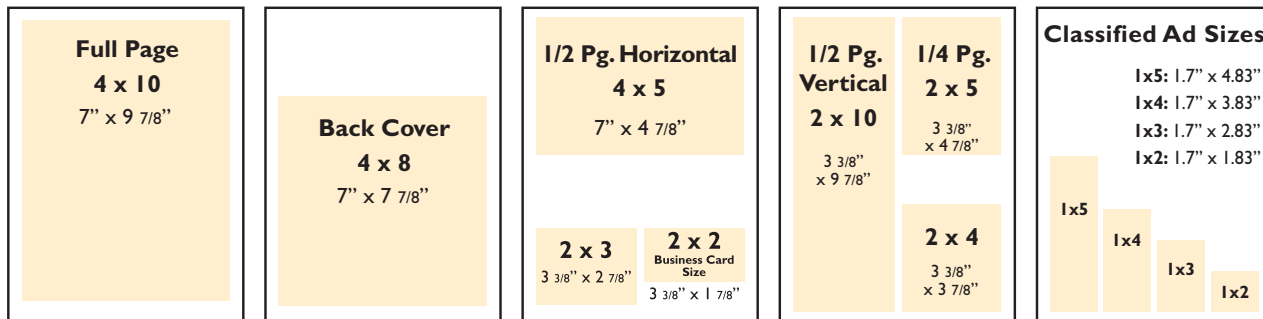
1x	4x	6x	12x
\$50	\$40 each	\$35 each	\$30 each

Video provided by customer - requirements see back Page

■ Website Banner

	30 days	90 days
Homepage Leaderboard	\$ 450	\$ 999
Homepage Block	\$ 215	\$ 450
Secondary Page Leaderboard	\$ 395	\$ 825
Secondary Block	\$ 125	\$ 300

Specifications



Material Requirements

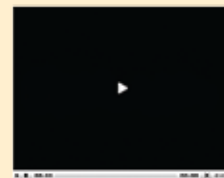
- **Preferred Files:** High Resolution PDF, 300 dpi, CMYK
- **Other Files Accepted:** Adobe InDesign, Adobe Illustrator, Adobe Photoshop, JPEG and EPS files. All supporting files and fonts must be included when sending files. We do not accept Microsoft Publisher files.
- **Images:** Color images intended for process printing should be saved as CMYK 300 dpi. Black and white images should be saved as Grayscale 300 dpi. Have your graphic elements originally scanned at 240-300 dpi and save them as a JPEG of the highest or maximum quality when processing to send.
- **Fonts:** All fonts used in an EPS file must be converted to outlines. In the event the desired font is not available, a different font should be chosen.
- **Submitting Materials by Email:** Ads can be emailed no larger than 10mb file size.
- **Submitting Materials by FTP site:** Username and password available upon request.
- **Dimensions:** The sizes given show the exact dimensions to run in the area reserved for the advertisement. Please do not exceed the live area size to ensure no ad copy from being cropped off. The trim size is given to help position the advertisement and any graphics that are meant to bleed off the page.
- **Full Page Trim Size:** 8" w x 10.875" h
- **Full Page Live Area:** 7.25" w x 10.000" h
- **Full Page Bleed Size:** 8.25" w x 11.250" h

Web Material Requirements

- **Leaderboard:** 720-pixels wide x 90 pixels high
- **Block :** 300 pixels wide x 250 pixels high
- **Preferred Files:** JPEG and GIF, 72-110 dpi, RGB
- **Other Files Accepted:** Adobe InDesign, Adobe Illustrator, Adobe Photoshop, JPEG and EPS files. All supporting files and fonts must be included when sending files. We do not accept Microsoft Publisher files.
- **Fonts:** All fonts used in an EPS file must be converted to outlines. In the event the desired font is not available, a different font will be chosen.
- **Submitting Materials by Email:** Ads can be emailed no larger than 10mb file size.
- **Submitting Materials by FTP site:** Username and password available upon request.



VIDEO REQUIREMENTS



- **We only accept FLV files.** You may submit other video file formats but will incur a converting video charge.

- **Submitting Materials by FTP Site:** Username and password available upon request.

- **Converting Video Charge:** \$60.00 per hour.

CONTACT INFORMATION

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