

2021 MEDIA KIT

EST. 1980

the Fence Post

THEFENCEPOST.COM

IT'S YOUR LIFE. IT'S OUR BUSINESS.

We've been bringing ag news and information to readers in Colorado, Nebraska, Kansas, and Wyoming — and beyond — since 1980. Our focus is on the information our readers need to make the decisions to make a living. Water rights, cattle markets, crop inventories, technology, research, government regulation—our readers have to make informed decisions about all these issues, while still driving the tractor, fixing the fence and calving out heifers. They've learned they can count on us to keep an eye on the issues that affect them, and give them the facts to make those decisions.

It's a big responsibility, and we take it seriously.

But we also know how important it is to record the feel good stories of our lifestyle, and we understand how much we need a little humor from cartoonists and columnists like Baxter Black and Lee Pitts. Add all that to one of the most comprehensive ag-focused classifieds listings in the area and you have a valuable vehicle for reaching the folks who are serious about agriculture.

How do we know? Our readers also advertise with us. Flip through the pages and you'll see advertisements from some of the most reputable names in agriculture.



Sabrina "Bree" Poppe, Publisher



**Our customers are our friends and it is
a great responsibility and a privilege to share with them the
crucial agricultural news we ourselves find so essential.**

Bree Poppe, Publisher

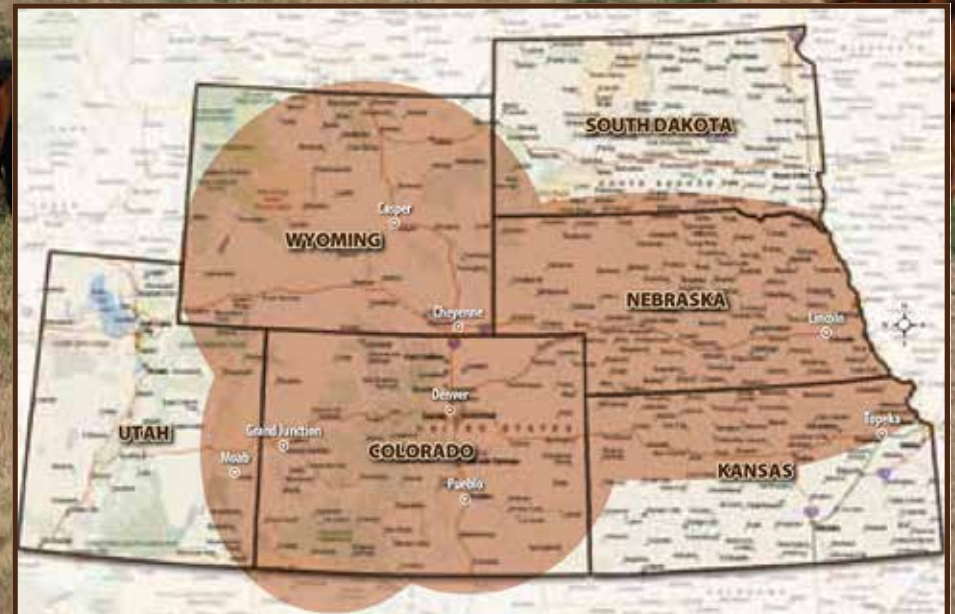


WHO ARE OUR READERS?

COVERAGE AREA

Our **print readers** are predominately 5+ year subscribers that own farm and ranch acreage.

Online readership is consistently growing and reaches a younger demographic of ranchers that are running family owned operations.



75%

Live in a rural area
with acreage

48%

Own and operate an
active farm or ranch

53%

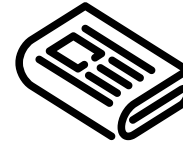
Own or work at a
livestock and farm operation

64%

Have subscribed to
The Fence Post for
over 5 years

75%

Are will to travel up to
100 miles to buy the right
equipment necessary
for their operation



PRINT READERS

25K+

Total Readership

64%

Between ages
55-74

65 / 35%

Male to Female
Ratio

89%

Live in Colorado,
Nebraska or Wyoming



ONLINE READERS

137K+

Average Monthly
Pageviews

64%

Between ages
45-65+

48 / 51%

Male to Female
Ratio

30%

Live in Colorado,
Texas or Nebraska



SOCIAL FOLLOWERS

17K+

Total Social Audience

43%

Between ages
25-44

39 / 54%

Male to Female Ratio

85%

Live in the Colorado,
Nebraska or Wyoming

EDITORIAL CALENDAR

CONTENT CALENDAR

January

NWSS
Alpaca/Specialty Livestock

February

Lambs
Colorado Farm Show
Buffalo Bill Farm And Ranch Expo

March

Soil Conservation
Weather/Pasture Conditions

April

Bull Health/Selection
Farm Labor

May

Irrigation/Water
Branding

June

Dairy
Haying

July

Weather/Drought
Vegetable/Produce

August

County, State Fairs
Corn

September

Weaning
Food Safety

October

Range Judging
Preg Check/Culling

November

Wyoming Stockgrowers Association
McCook Farm And Ranch Expo

December

Christmas
Colorado Fruit And Vegetable
Growers Farm Labor Conference

Editorial Content Calendar is subject to change.

BONUS DISTRIBUTION

MAJOR TRADE SHOWS & EVENTS EDITIONS

January

National Western Stock Show, CO

Colorado Farm Show

Black Hills Stock Show, SD

HIRED Recruitment Fair
& Workshop, SD

February

Buffalo Bill Farm and
Ranch Expo, NE

KNEB Farm and Ranch Expo, NE

Watertown Farm Show, SD

HIRED Recruitment Fair
& Workshop, CO

May

Livestock Marketing
Association Convention

June

Sandhills Ranch Expo, NE

Beef Improvement Federation

July

Black Hills Roundup, SD

Days of '76, SD

August

DakotaFest, SD

Central States Fair, SD

SD State Fair, SD

October

Northern International
Livestock Expo, MT

November

McCook Farm and
Ranch Expo, NE

Wyoming Stock Growers
Association, WY

NRCA Finals

December

WSGA Winter Round Up, WY

SD Cattlemen's Convention



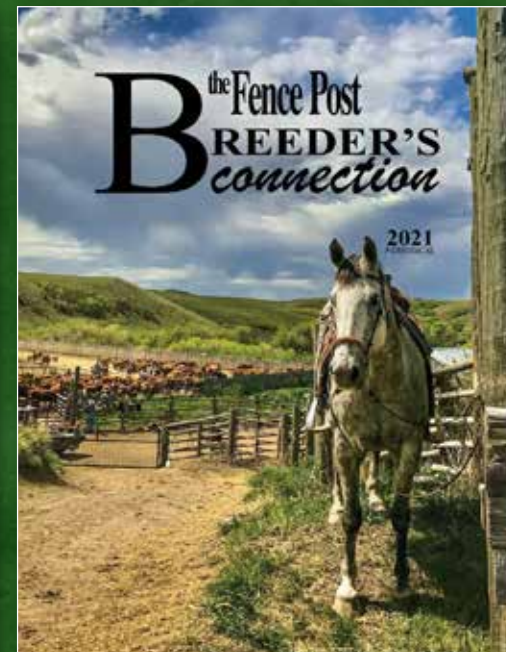
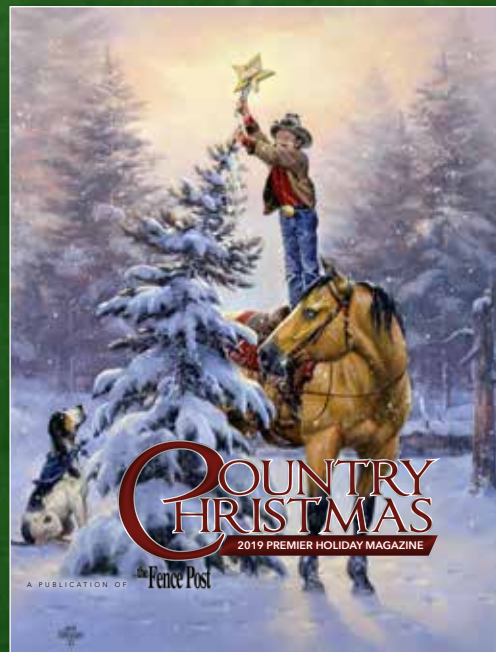
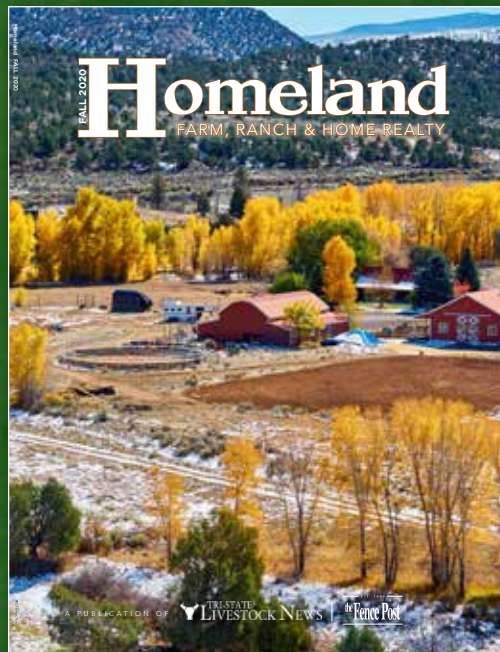
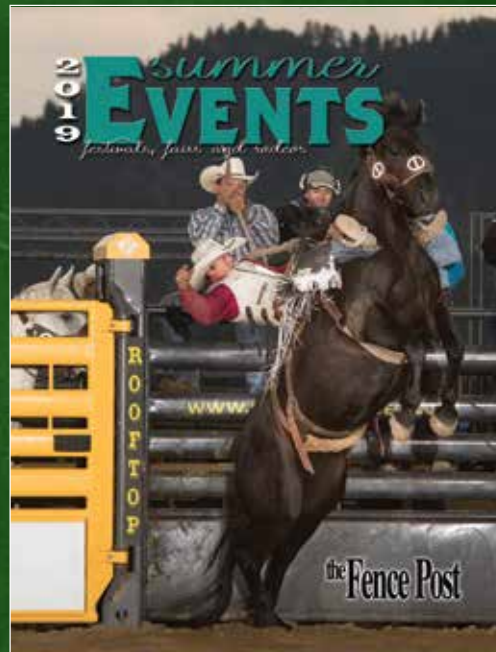
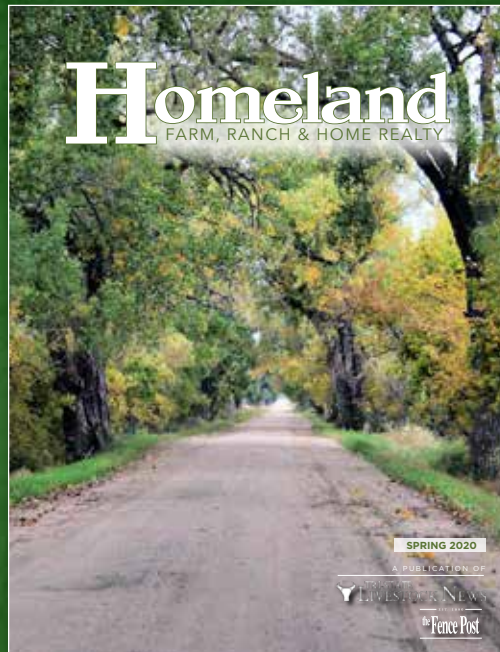
SPECIAL SECTIONS

Our day-to-day newspaper operations aside, The Fence Post takes pride in producing niche magazines that are industry-focused, and superior in content and design. Each issue has a unique content strategy aligned with the season, with a targeted audience in mind.

		Ad Order Deadline	Insertion Date
Spring Homeland Real Estate Guide	Focused on real estate and land ownership related to agriculture.	3/28/2021	4/26/2021
Summer Events Guide	Stories and event schedules for ag-related events, rodeos and fairs in CO, WY, NE, KS	5/4/2021	5/31/2021
Open Season	Hunting and fishing, will include CO, WY, MT, SD, ND, NE	7/26/2021	8/25/2021
Fall Homeland Real Estate Guide	Real estate and issues relating to land ownership and agriculture.	8/19/2021	9/20/2021
Country Christmas	Gift ideas, recipes and stories about the Christmas season.	10/18/2021	11/15/2021
Breeder's Connection	The region's premier advertising directory of producers and stories about those producers who make an impact on livestock breeding.	11/23/2021	12/20/2021

Deadlines and publish dates subject to change.

Our special sections are mailed to our 12k+ subscribers as well as distributed at shows, events and in single copy locations!



ONLINE SERVICES AND PRODUCTS ADVERTISING OPTIONS

ONLINE PRODUCTS

Digital Display Ads on TheFencePost.com

Newsletter Display Advertising

Branded Email Marketing

Targeted Social Media Advertising

Native Advertising

Sweepstakes, Contests

Advanced Display Ad Targeting

Search Engine Marketing

Customized Websites

85%

of buyers look at your website
before buying from you

60%

of buyers look to see if you have a
Facebook page before buying from you

80%

of farmers and ranchers use their phone
as their primary device for email or web

Source: Ranch House Design Media

Your customers are online, are you?

BRANDED EMAIL MARKETING

Leverage our branding and local audience to send a message on behalf of your business.

5k+

Email Addresses
have opted-in to receive promotional
emails from The Fence Post

THE FENCE POST AVERAGES

15.87%

Avg Open Rate

1.21%

Avg. Click through Rate

BENEFITS:

Our readers have asked for your content

Email marketing is one of the only channels of advertising that consumers actively asked to receive.

Easy to share

Subscribers can forward offers and events to their friends at the click of a button. Those people who share your message are acting as brand advocates and your brand gains more exposure and credibility.

Instant impact

Due to the immediacy of email, a business can start seeing results within minutes of its emails being sent.

Reach people on any device

With nearly two-thirds of all emails being opened on a mobile device, email marketing is one of the best tools you can use to take advantage of the growing popularity of mobile technology.

TARGETED SOCIAL MEDIA ADVERTISING

We help determine which digital media platforms will be most beneficial for the individual business, and how to maximize those platforms. We will work closely with clients to discuss their objectives such as growing the audience, engaging their existing audience and promoting specific offers.

BENEFITS:

Exposure to Billions of Active Users

80% of all Internet users use Facebook and smartphone users check Facebook an average of 14 times a day.** Facebook has over 2.23 billion monthly active users, while Instagram has over 1 billion monthly active users.* We can reach this huge population of people by putting your advertising on one of the most popular websites on the internet.

Specific Audience Targeting

While there are billions of people using Facebook and Instagram, not all of those people are your customers. We will target an audience that makes the most sense for your business and industry by advertising to specific users based on interests, behavior, and location.

Develop Brand Loyalty

Even if they aren't clicking through at the beginning, your ad's continued visibility helps you build trust. The more familiar people are with your brand, the more likely they will purchase your products when it is time to make a decision.

Variable Audience Interaction

Whether you want to promote an event or sale, website traffic, or page likes, we can create an advertising plan that works best for your desired outcome.

*As of June 2018, Statista, <https://www.statista.com/>

**CNN, <https://www.cnn.com/2013/03/28/tech/mobile/survey-phones-facebook/index.html>



ONLINE SERVICES AND PRODUCTS

DISPLAY ADVERTISING

THEFENCEPOST.COM ONLINE STATS

137K+

Average Monthly
Pageviews

89K+

Average
Monthly Visitors

1:47

Average
Time on Page

74%

Website Traffic from
Mobile or Tablet

DIGITAL DISPLAY AD SIZES

Big Box

300 x 250px

The most familiar ad size for consumers, delivers in desktop and mobile devices for strong message visibility and lasting impact.

Leaderboard

782 x 90 px

Leaderboards serve at the top and bottom of most pages.

Mobile Leaderboard

320 x 50 px

Mobile leaderboards serve at the top of the page on mobile devices



PREMIUM DIGITAL DISPLAY AD SIZES

Marquee

970 x 250 px

Every Marquee ad contains both a desktop/tablet and a mobile version. Marquee ads will serve to section fronts including the Homepage. The ad will display at the very top of the web page on both desktop/tablet and mobile.

Mobile Marquee Size

320 x 50 px



Parallax

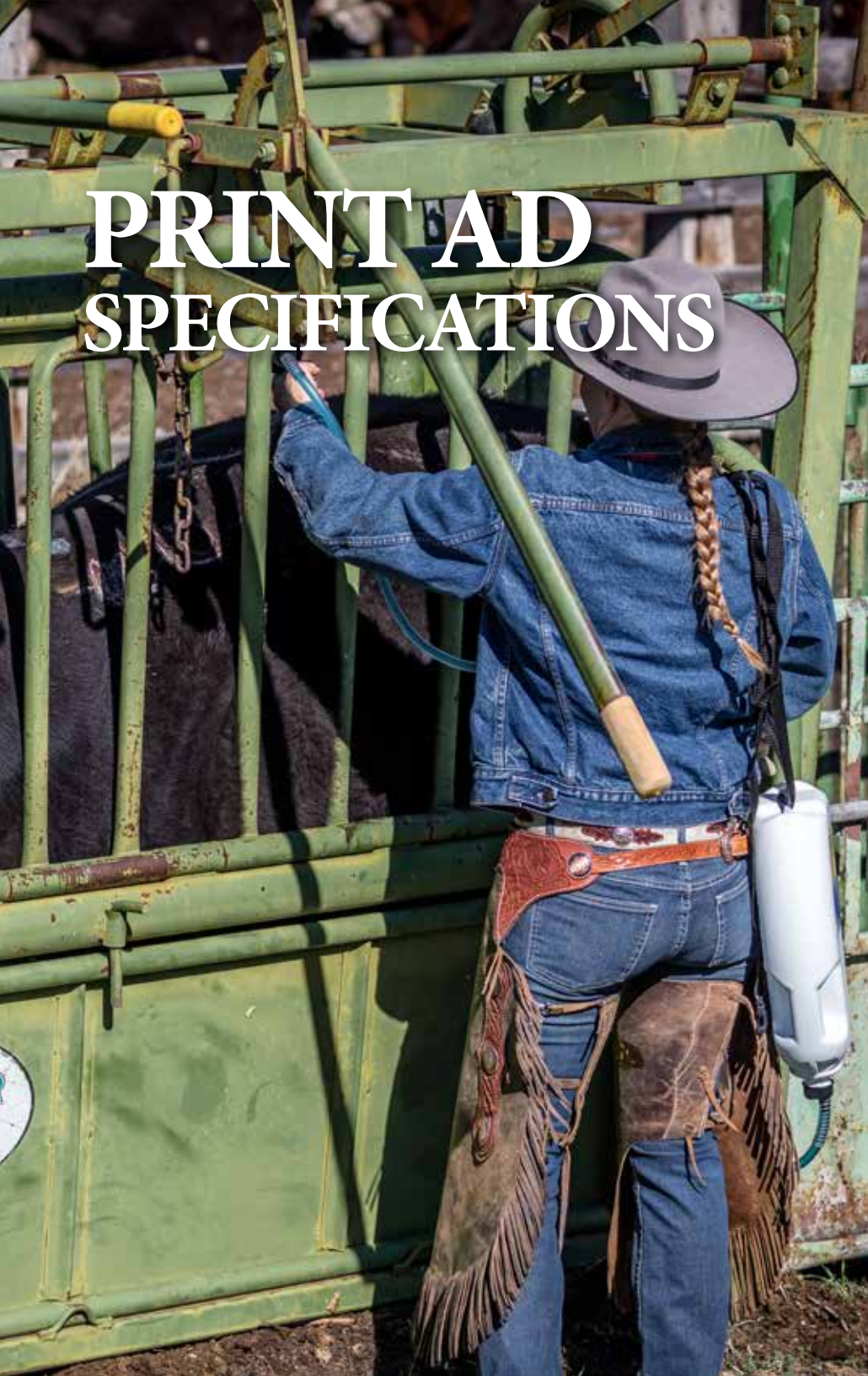
600 x 300 px

Every Parallax ad contains both a desktop/tablet and a mobile version. Each parallax ad will be comprised of two files, a foreground and background. The foreground and background will move independently from one another as a user scrolls through an article. This gives an extra motion effect to the article and grabbing the reader's attention.

Mobile Parallax Size

300 x 600 px





PRINT AD SPECIFICATIONS

PUBLICATION INFORMATION

Magazine sized publication, published every Monday

Trim Size: 8.25 inches by 9.75 inches

Live Area: 7.44 inches by 9.00 inches.

COLUMN SIZES

1 Column	1.14"
2 Columns	2.40"
3 Columns	3.67"
4 Columns	4.94"
5 Columns	6.20"
6 Columns	7.47"

DEADLINES

Display Advertisements: 5:00 pm Wednesday MST

Classified Display Advertisements: 4:00 pm Thursday MST

Classified Straightline Advertisements: 4:00 pm Thursday MST

ADVERTISING POLICIES

The Fence Post publications are digitally composed on computers using Adobe InDesign and Adobe Photoshop. PDF (Portable Document Format), Adobe InDesign and Photoshop files may be submitted on CD ROM or E-Mailed Illustrator and EPS files can be accepted, but are not the preferred format. Graphics can be submitted as .tif, .jpeg, or .eps files. Physical media (business cards, pictures, etc) may be mailed or delivered to our office where we can scan it. If you have any questions, call us, and we will be happy to assist you.

Omissions & Errors: The Fence Post will exercise every effort to prevent errors and omissions in any advertisement. In case of an error or omission that affects the material value of the advertisement, The Fence Post, if at fault, will be responsible only to the extent of running that portion of the ad in error, free of charge. Customers upon request will receive ad copy for approval prior to publication.

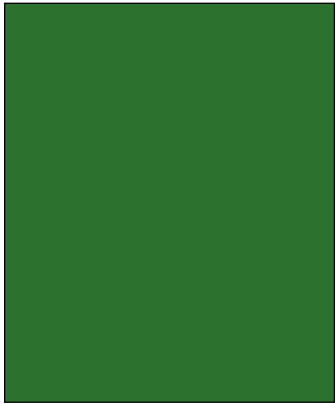
Credit Policy: Statements are mailed on the 1st day of each month with payment due by the 10th of the month. A 15% finance charge is added to the account balances after 30 days or more. Balances over 90 days may be referred to Credit Bureau Services.

Political Advertising: The words "Paid for the Candidate/Paid Political Advertisement" and any information as prescribed by law will appear with the ad. Payment in full with the order is required.

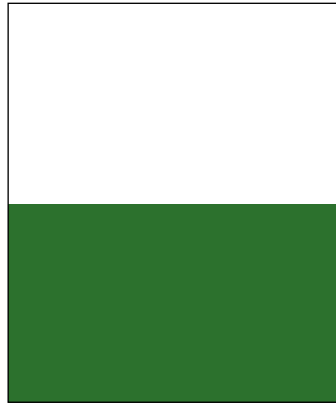
Outgoing E-Mail: As a courtesy for our customers we will email your published ad to other publications. Any changes required will be assessed a fee.

The newspaper is a greater treasure to the people than uncounted millions of gold.

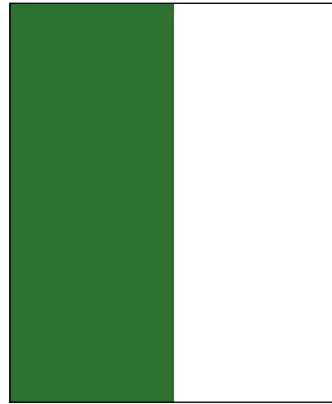
Henry Ward Beecher



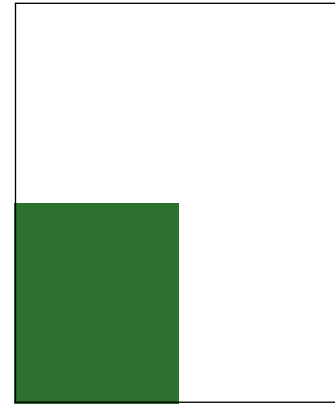
FULL PAGE
7.444" X 9.00"



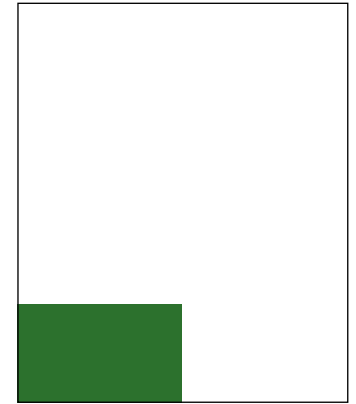
1/2 PAGE HORIZONTAL
7.444" X 4.45"



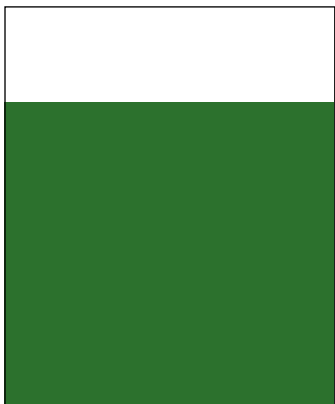
1/2 PAGE VERTICAL
3.639" X 9.00"



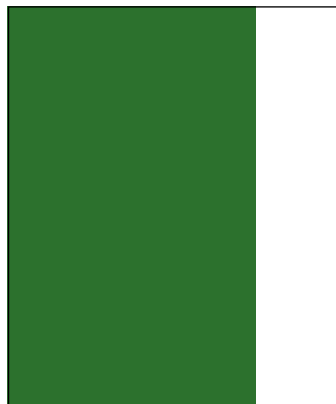
1/4 PAGE
3.639" X 4.45"



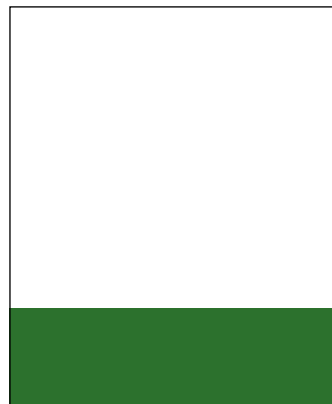
1/8 PAGE
3.639" X 2.20"



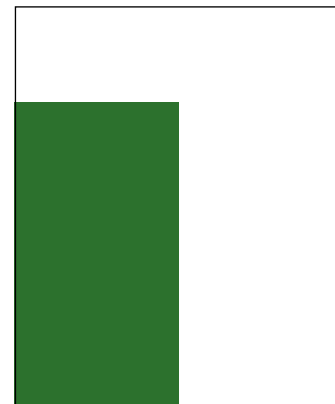
2/3 PAGE HORIZONTAL
7.444" X 5.90"



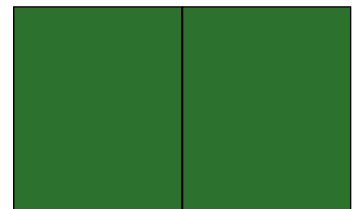
2/3 PAGE VERTICAL
5.542 X 9.00"



3/8 PAGE HORIZONTAL
7.444" X 3.00"



3/8 PAGE VERTICAL
3.639" X 6.70"



**CENTER SPREAD
(DOUBLE TRUCK)**
15.29" X 9.00"

BECOME OUR PARTNER

SINGLE COPY DISTRIBUTION



Sell our paper in your retail location

WHOLESALE PRICE: \$0.75 • RETAIL PRICE: \$2.99

4%

of our paid
readership gets
their copy of
The Fence Post
at a retail location!

Thank you considering carrying The Fence Post for your patrons, I want to share with you some highlights of who we are and our dedication to the livestock industry. With a five decade history behind us, we strive to deliver the news and content that our readers find so vital to their ranching and farming operations. Here at The Fence Post we feel it a great honor and responsibility to deliver the news and advertising which assists in their decision making, strengthens the livestock industry, and ultimately increases sustainability of agriculture into the future.

As a trade publication, we enjoy subscribers in every state and Canada, but the majority of readers call Colorado, Nebraska, Wyoming or Kansas home. In addition to the weekly paper, you'll receive special editions and seven glossy magazines with engaging photos and a mix of business-minded and light-hearted stories.

It's my sincere hope that you see the value in the paper, and will be excited to carry it in your business for your loyal patrons to enjoy as well.

We look forward to visiting with you!

Jackie Gerkin

Circulation Coordinator

Contact us to learn how to start carrying The Fence Post!

877-347-9100 • SUBSCRIPTIONS@THEFENCEPOST.COM

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the **Fence Post**



A red tractor is shown from the side, moving from left to right across a dark brown, tilled field. The tractor is pulling a red plow, and a cloud of dust is being kicked up behind it. The sky above is a mix of blue and white, with large, fluffy clouds. The overall scene is a classic representation of agriculture.

Agriculture is our wisest
pursuit, because it will
in the end contribute
most to real wealth, good
morals, and happiness.

Letter from Thomas Jefferson to George Washington, 1787

— EST. 1980 —

the Fence Post

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