LIVESTOCK NEWS

MEDIA KIT

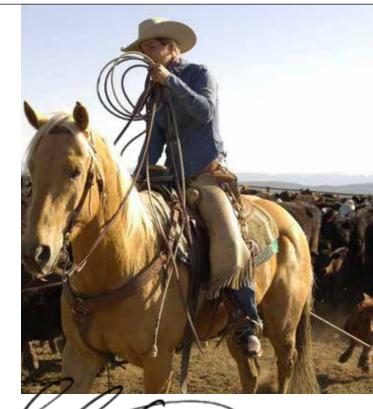


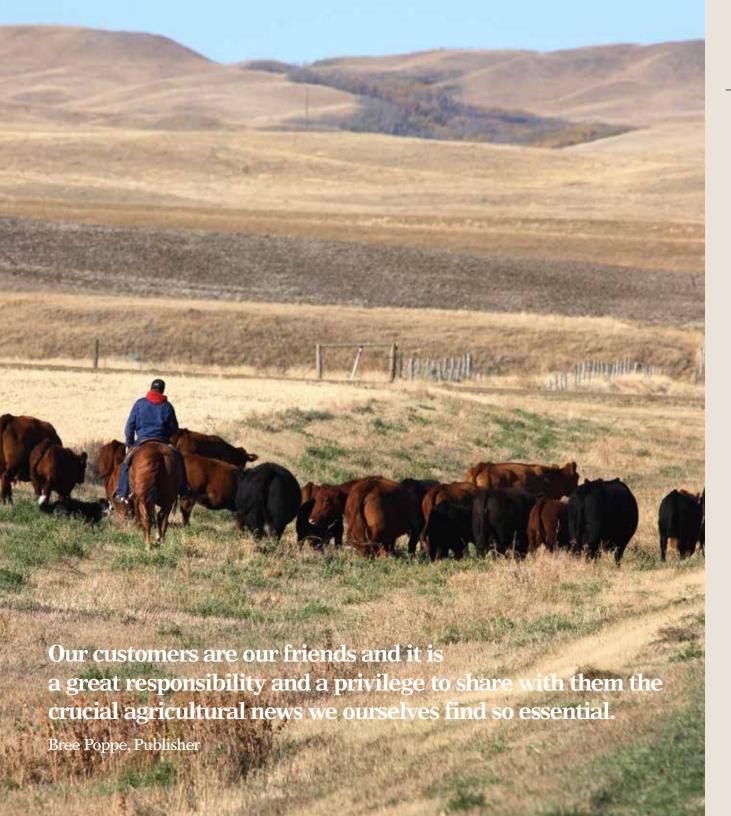
IT'S YOUR LIFE. IT'S OUR BUSINESS.

For 50 years, Tri-State Livestock News has maintained a tradition of value among Northern Plains stockmen. It is the publication commercial cattlemen rely on for hard-hitting news, fresh ideas, entertaining features and educational columns. This production-focused paper celebrates individual and collective successes of ag producers, but doesn't shy away from challenging or controversial topics that invoke conversation and a renewed perspective among readers. Because Tri-State Livestock News maintains a staff of active cattle and sheep producers and skilled horsemen and women, it can deliver the most up-to-date, usable reports and share innovative concepts that the writers and staff understand and utilize daily on their own operations. Along with beef cattle and horse related news, rodeo results and features, information on grains, forages, sheep, hogs, dairy cattle, new and used farm and ranch equipment and upcoming ag-related events, Tri-State Livestock News, covers policies and issues affecting the customs, culture and economic stability of the entire ag industry.

The attractive design utilizing color photos has helped Tri-State Livestock News establish a reputation as a fun-to-read page-turner that draws the rancher in and keeps his or her attention to the last page. Published every Saturday and averaging 28 pages, the paper reaches 23,000 readers each week. The trade publication appreciates subscribers in every state and Canada, but the majority of readers call South Dakota, North Dakota, Nebraska, Wyoming, Montana, Colorado, Minnesota, Iowa, or Kansas home. Retention rate is over 91% among paid subscribers. In addition to the regular weekly paper, subscribers enjoy special editions and seven glossy magazines with engaging photos and a mix of business minded and light-hearted stories.

Tri-State Livestock News publishes in the heart of short grass country: a region known for producing the legendary "northern" commercial feeder cattle desired across the country as well as seedstock that command top dollar and are marketed worldwide. Progressive auction markets and purebred cattle operators as well as horse breeders and trainers utilize this publication and its special magazines as key components in their advertising strategy.





AWARDS & RECOGNITION

LIVESTOCK PUBLICATIONS COUNCIL

2013, '14, '18

First Place, Newspaper

2017

First Place, Cover, Non-Association

2014, 2015

First Place, Event/Show Program

2017

First Place, In-Depth Reporting Single Article

2018

First Place, Miscellaneous Writing

2015, '17

First Place, News Story

2015

First Place, Non-Association Publication

2017

First Place, Producer/Farm/Ranch Profile

2013, '14, 18

First Place, Special Issue (100 Pages or Less)

2015, '16, '18

First Place, Special Issue

(More than 100 Pages)

2016

First Place, Website

BHSS PIONEER AWARD

2018

Spirit Award

SWIFT COMMUNICATIONS

2012

Best Feature Story or Series

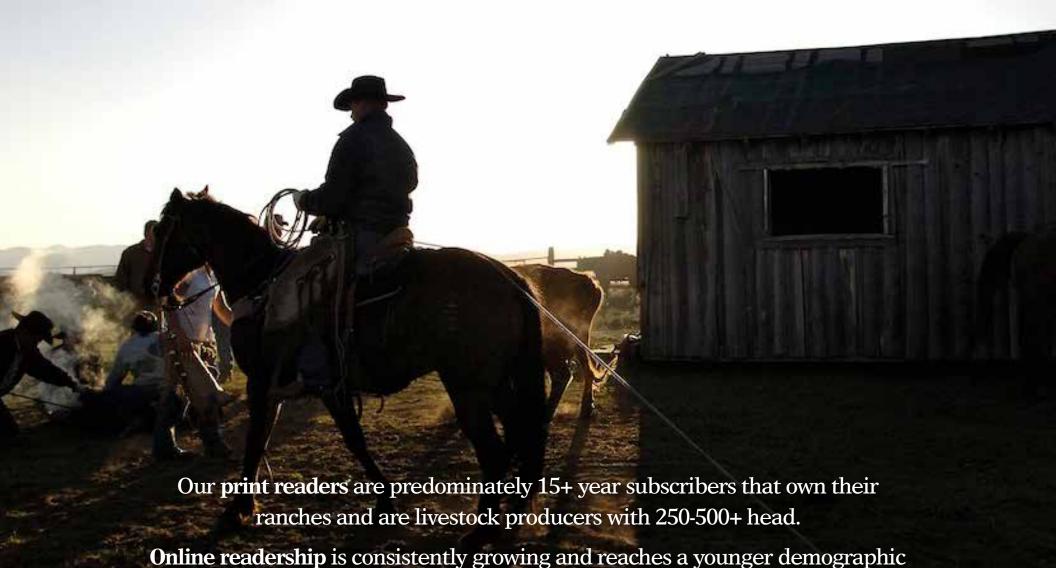
2013

Connecting Communities

2015

Enterprise Excellence for Non-Daily Operation

WHO ARE OUR READERS?



of ranchers that are running family owned operations.

92%

of our press run is distributed to paid subscribers, and most have received the paper for over 15 years

92%

own their ranches and 75% have lived in their current residence for longer than 25 years. Most operations are family run operating on large acreages 5,000 acres or more

90%

of our readers are livestock producers, predominantly registered and commercial 250-500+ cow-calf operations

90%

of our readers use natural service, with 40% also utilizing Artificial Insemination & Embryo Transfer methods

59%

retain their own replacements

76%

of our readers utilize horses on their operations, the majority owning 5-10 head

78%

of our readers forecast to average \$3,500-4,500 on buying bulls. and 74% will travel in excess of 350 miles to find the right genetics, program, and quality



PRINT READERS

16k+

Total Readership

57%

Between ages 55-74

82 / 18%

87%

Male to Female Ratio

Live in the Dakotas, MT, WY, and NE



ONLINE READERS

110k+

Average Monthly **Pageviews**

41%

Between ages 45-64

52 / 48%

Male to Female Ratio

29%

Live in SD, TX, NY, NE, and MN



SOCIAL FOLLOWERS

21k+

Total Social Audience

51%

Between ages 25-44

50 / 50%

Ratio

Male to Female Live in the Dakotas, MT, WY, and NE

EDITORIAL CALENDAR

CONTENT CALENDAR

JANUARY

Tax/Financial Planning Black Hills Stock Show Event Coverage

FEBRUARY

Tax/Financial Planning
Black Hills Stock Show
Event Coverage
National Western Stock
Show Event Coverage

MARCH

Calving
Artificial Insemination

APRIL

Spring Herd Health Branding

MAY

Bull Health Haying prep

JUNE

Haying
Mineral programs
High School Rodeo Event Coverage

JULY

Fly control
Foot Rot or Drought
Rodeo Event Coverage

AUGUST

County Fairs
Preconditioning
Rodeo Event Coverage

SEPTEMBER

Weaning
Bunk-breaking
Central States Fair Event Coverage

OCTOBER

Markets/Marketing Feed quality/alternatives NILE Event Coverage

NOVEMBER

Preg-checking Culling Veterans' Day

DECEMBER

Christmas
WNFR Event Coverage

BONUS DISTRIBUTION

MAJOR TRADE SHOWS & EVENTS EDITIONS

JANUARY

National Western Stock Show, CO Black Hills Stock Show, SD HIRED Recruitment Fair & Workshop, SD

FEBRUARY

Watertown Farm Show, SD
HIRED Recruitment Fair
& Workshop, CO
The Mate, Billings, MT
NE Cattleman's Classic Kearney, NE

MAY

Livestock Marketing Association Convention

JUNE

Sandhills Ranch Expo, NE
SD Auctioneers Convention, SD
SD Cattlemen's Foundation
Prime Time Gala, SD
SDHSRA Finals, SD
Casey Tibbs - Match of
Champions Rodeo, SD

Beef Improvement Federation

JULY

Black Hills Roundup, SD Days of '76, SD

AUGUST

R-CALF Convention, SD

DakotaFest, SD

Central States Fair, SD

Cammacks' Roundup Days, SD

SD State Fair, SD

SEPTEMBER

ND Stockmen's Convention, ND SD Stockgrowers' Convention, SD

OCTOBER

Northern International Livestock Expo, MT

Western Junior Livestock Show, SD

NOVEMBER

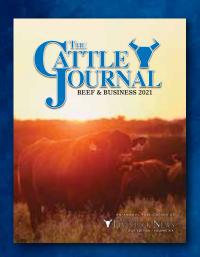
Range Beef Cow Symposium, NE
Wyoming Stock Growers
Association, WY
NRCA Finals

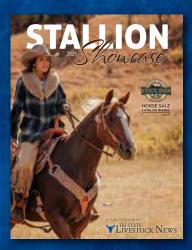
DECEMBER

South Dakota Cattlemen's Convention, SD



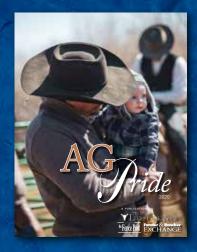
Our day-to-day newspaper operations aside, Tri-State Livestock News takes pride in producing niche magazines that are industry-focused, and superior in content and design. Each issue has a unique content strategy aligned with the season, with a targeted audience in mind.

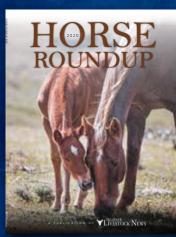


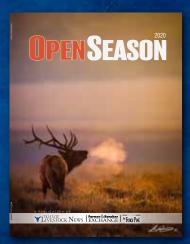


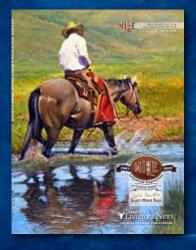




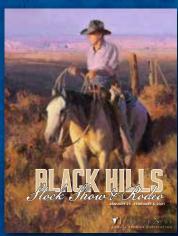












ONLINE SERVICES AND PRODUCTS ADVERTISING OPTIONS

ONLINE PRODUCTS

Digital Display Ads on TSLN.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.

1.8k+

Email Addresses have opted-in to receive promotional emails from TSLN **TSLN AVERAGES**

8.49%

Avg Open Rate

0.37%

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

TSLN.COM ONLINE STATS

110k+

Average Monthly **Pageviews**

71k+

Average **Monthly Visitors** 2:27

Average Time on Page **75%**

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

 $320 \times 50 px$

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 webpage on both desktop/tablet and mobile.

Mobile Marquee Size

 $320 \times 50 px$



Parallax

600 x 300 px

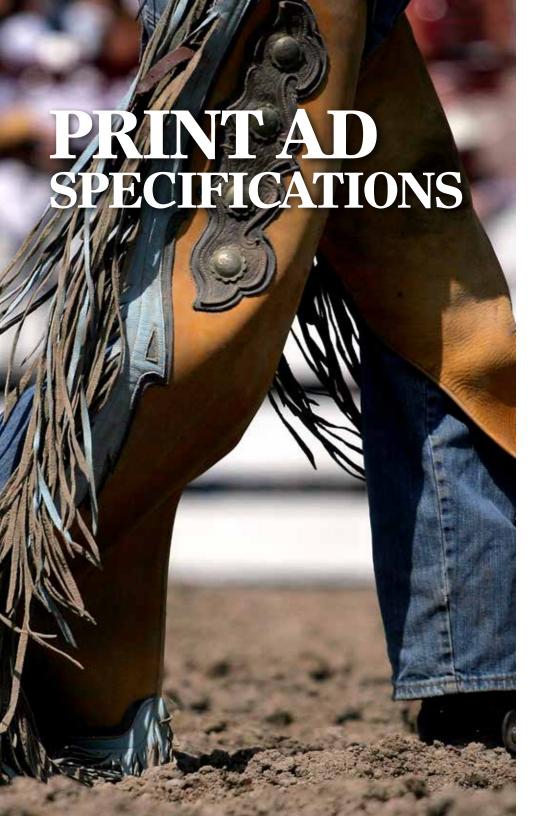
Every Parallax ad contains both a desktop/tablet and a mobile version. Each parallax ad will be comprised of two files, a foreground and background. The foreground and background will move independently from one another as a user scrolls through an article. This gives an extra motion effect to the article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

Mobile Parallax Size

 $300 \times 600 px$







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"
7 Columns	8.73"
8 Columns	10.00"

DEADLINES

TRI-STATE LIVESTOCK NEWS

Display Advertisements: 5:00 pm Wednesday MST Classified Display Advertisements: 5:00 pm Wednesday MST Classified Straightline Advertisements: 10:00 am Thursday MST

FARMER & RANCHER EXCHANGE

Display Advertisements: 5:00 pm Wednesday MST Classified Advertisements: 10:00 am Thursday MST

ADVERTISING POLICIES

The Tri-State Livestock News and The Farmer & Rancher Exchange 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 Tri-State Livestock News and the Farmer & Rancher Exchange 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, Tri-State Livestock News or The Farmer & Rancher Exchange, 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.

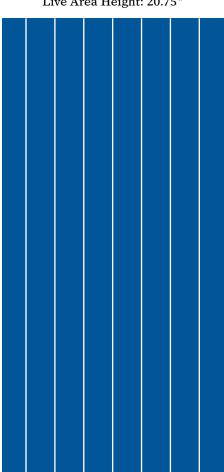
Preprinted Inserts: Inserts are due in Rapid City, SD by Tuesday prior to the publication Address: 412 2nd St, Rapid City, SD 57701 (C/O Rapid City Journal)

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

Henry Ward Beecher



Live Area Width: 8 Columns (10") Live Area Height: 20.75"



PUBLICATION INFORMATION

Size: 11 inch by 22 inch broadsheet sized publication, 8 columns by 20.75 inches.

Column width 1.14 inches

Published: Every Saturday

DISPLAY ADVERTISEMENT RATES

Baseline Rate: \$19 per column inch.

Contract Rates are available for volume discounts.

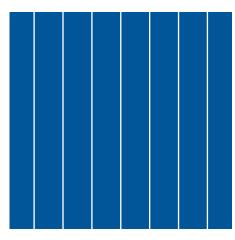
Agency Rates: A 15% agency commission will be allowed.

POLICIES

Editing: The Tri-State Livestock News reserves the right to edit or reject any advertising.



Live Area Width: 8 Columns (10") Live Area Height: 9.75"



PUBLICATION INFORMATION

Size: 11 inch by 11 inch tabloid sized publication, 8 columns by 9.75 inches.

Column width 1.14 inches

Published: Every Tuesday

Distribution: 95% Direct Mailed through US Post Office. Carriers & Newsstands 5%

DISPLAY ADVERTISEMENT RATES

Baseline Rate: \$15.25

Contract rates are available for volume advertisers.

Agency Rates: A 15% agency commission will be allowed.

Front Page Rate: Front page space is reserved in advance and charged 15% extra Full color is included.

Special Placement 5% Extra.



BECOME OUR PARTNER SINGLE COPY DISTRIBUTION



Sell our paper in your retail location

WHOLESALE PRICE: \$0.75 • RETAIL PRICE: \$1.50

Where are single copy readers of **TSLN** purchasing their papers?

16% **Ag Supply Stores**

31%

Auction Barn

53%

Other Retail Locations

Thank you for considering carrying Tri-State Livestock News 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 Tri-State 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 South Dakota, North Dakota, Nebraska, Wyoming, Montana, Colorado, Minnesota, Iowa, or Kansas home. In addition to the weekly paper, you'll receive special editions and more than seven glossy magazines with engaging photos and a mix of business-minded and light-hearted stories.

In essence, I invite you to grab a cup of coffee, pull up a chair and enjoy a copy of Tri-State Livestock News. 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 working with you!

Office & Circulation Manager

Contact us to learn how to start carrying the newspapers ranchers read today!

877-347-9100 • SUBSCRIPTIONS@TSLN-FRE.COM



Let us help you find the right buyers and run a successful sale with our livestock sale support and services.

Ring Service

Livestock Photography and Videography

Webcast Auction Services

Sale Catalog Design and Distribution

Auction Clerking

Sale Marketing



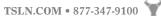
TheStockShow.TSLN.com

Contact us for more information and pricing

Scott Dirk

Director Field Services & Fieldman

sdirk@tsln-fre.com • 605-380-6024





ADDITIONAL SERVICES AND PRODUCTS



Reach a highly specialized audience of working horsemen with our blog, Cavvy Savvy.

Our mission is to offer horse owners, professionals, and trainers a common channel to celebrate performance and working horses, their ownership from beginning to end, while focusing on the journey of good horsemanship and industry news.

15K+

Average Monthly Pageviews

43%

Between ages 45-64

35 / 65%

Male to Female Ratio

2:13

Average Time on Page

82%

Mobile Device Traffic



Facebook Followers

© 20K+

Instagram Followers

Q 2.5K+

Monthly Pageviews from Pinterest

ADVERTISING OPPORTUNITIES

Digital Advertising: Display Advertising on CavvySavvy.com and *The Big Circle* Weekly Newsletter Native Content: Product Reviews, Producer Spotlight, Event Promotion, and more!



www.CavvySavvy.com

Contact us for more information and pricing



COMMERCIAL ACCOUNT MANAGERS

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Account Manager, East River SD/ND 406-951-3211 thauk@tsln-fre.com

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Sales Specialist
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ssteeves@tsln-fre.com

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Classified Sales Specialist 605-723-7022 bjohnson@tsln-fre.com

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Director of Field Services & Ringman
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Sam Tenpenny

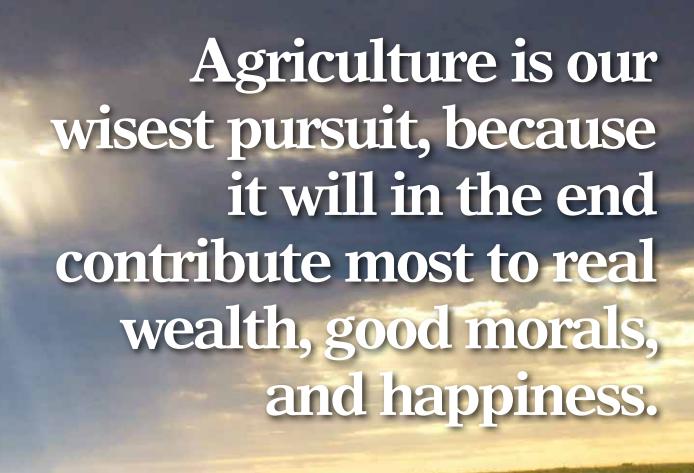
Marketing, Events & Promotions 785-221-6774 stenpenny@tsln-fre.com











Letter from Thomas Jefferson to George Washington, 1787



TRI-STATE LIVESTOCK NEWS

1501 5th Ave., Belle Fourche, SD 57717

877-347-9100 • TSLN.COM







