

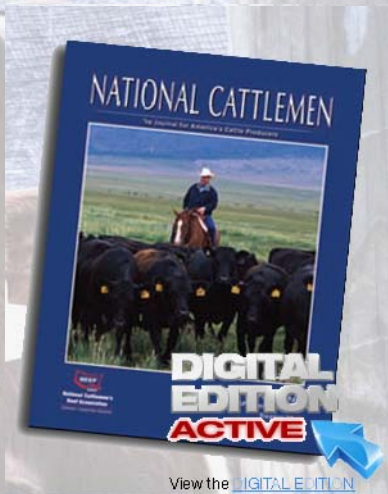
WE ARE THE INDUSTRY.

# National Cattlemen's Beef Association

Open the gate to members of the **largest association** of cattle producers in the **United States**.



- The U.S. beef industry is made up of **more than 1 million** businesses, farms and ranches.
- In 2007, there were **more than 800,000** ranchers and cattle producers in the United States.
- In 2007, the production of meat animals was responsible for **\$66 billion** in added value to the U.S. economy, as measured by contribution to the national output.
- In 2007, there were **97 million** cattle in the United States.
- U.S. cash receipts from cattle and calves in 2007 were estimated at **\$50.7 billion**.
- Total U.S. beef exports were valued at nearly **\$2.62 billion** in 2007.



## Why advertise with National Cattlemen's Beef Association?

Today, NCBA represents **230,000 cattlemen** in the United States.

Our members:

- o Control **90%** of the nation's fed cattle market
- o Control **18 million** of the nation's cows
- o Farm an average of **1,900 acres**
- o Graze an average of **7,200 acres**

**61%** of NCBA members are more likely to purchase from companies that support their association.

Founded in 1898, the National Cattlemen's Beef Association is the oldest national organization representing cattlemen in Washington, D.C., and with the national media. We are committed to being a catalyst for a profitable beef industry, building customer confidence and strengthening beef demand.

Do you want to reach cattlemen who can make a difference in your business and our industry? **Contact your Naylor account executive today about the opportunity to advertise with NCBA.**

**Take a stand with NCBA** — make plans today to advertise in our full complement of communications options.

**NATIONAL CATTLEMEN**— the flagship communications tool for NCBA members that takes a comprehensive look at issues affecting cattlemen. The magazine is published monthly with a standard circulation of **35,000** and an extended reach of **70,000**. Also distributed in a new digital, interactive edition.

**NCBA SHOWGUIDE**— the “Yellow Pages” for cattle producers, this annual publication is a comprehensive industry reference guide with company listings by category. It reaches **35,000** producers with an additional audience of more than **5,000** convention attendees at the NCBA Trade Show.

**MEMBER eUPDATE**— a weekly, electronic newsletter e-mailed to NCBA members containing pertinent information about the association and the industry.

**BEEFUSA.ORG**— the official Web site of NCBA provides cattlemen with instant access timely industry news and information.  
Average Page Views: **62,536**  
Average Unique Visitors: **17,500**

www.naylor.com



CONTACT:

For more information, visit:  
[www.beefusa.org](http://www.beefusa.org)

# National Cattlemen monthly magazine

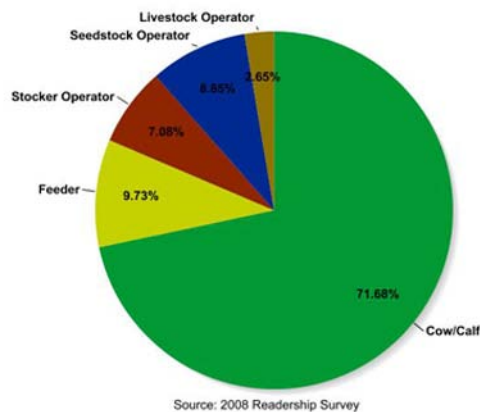
## Why *National Cattlemen* monthly magazine?

*National Cattlemen* magazine, published 12 times a year, is a useful tool for readers as well as a trusted source of news and knowledge to help them succeed on their cattle operation. Ten of the twelve issues will reach 35,000 NCBA members, plus members of the American Association of Bovine Practitioners (AABP), Academy of Veterinary Consultants (AVC) and Beef Extension Specialists. The other two issues will be received by 70,000 state affiliate members for a **total reach of more than 100,000** producers.

*National Cattlemen* averages **two additional readers** per copy.

**43%** of readers say advertising in the *National Cattlemen* has influenced their purchasing decisions

## Segments represented by readership:



## Buying Trends & Product Statistics among NCBA members:

AI Equipment, i.e. semen: 26%

ATV: 30%

Chutes or scales: 25%

Computers: 24%

Computer software/technology: 27%

Electronic ID tags: 38%

Feed or forage: 71%

Feed supplements or additives: 74%

Fencing supplies: 73%

Financial or consulting services: 32%

Genetics, tracking tools: 16%

Hay baling equipment: 23%

Health insurance: 40%

Life insurance: 27%

Livestock handling equipment: 41%

Livestock insurance: 27%

Livestock trailer: 28%

Livestock watering tanks or system: 48%

Pest control: 57%

Pickup truck: 37%

Property insurance: 54%

Satellite Dish: 10%

Seed: 66%

Steel farm building: 19%

Swather/mowing equipment: 21%

Tractor: 27%

Wheel loader/pay loader: 8%

## Readership by the Numbers:

77% of readers plan to keep their operation the same size or expand over the next five years

63% of readers derive over half their gross business sales from cattle

68% of readers consider themselves a full time rancher/farmer

61% of NCBA members are more likely to purchase from companies that support NCBA

Average reader age: 58

## Feeder

NCBA members represent 90% of the U.S. fed cattle market and 18 million cows.

## Cow/Calf

NCBA readers represent at least 50% of the U.S. cow herd

85% of readers have 100+ head compared to the U.S. average of 41 head

*\*Source: 2008 NCBA Readership and Advertising Study, Aspen Research, Boulder, Colorado*



## What's inside *National Cattlemen*?

*National Cattlemen* is the flagship communications tool for the National Cattlemen's Beef Association. It's a membership driven publication that takes a comprehensive look at issues affecting cattlemen— from the fields where they work, to the hallways of Congress.

In addition to in-depth stories about issues affecting the industry, *National Cattlemen* will use expert panels in the following areas to address the changes and actions producers can take. The panels will include experts from these areas:

- > Markets
- > Feedyards
- > Producers
- > Auction Markets
- > Banking
- > Veterinarians
- > Retail/Food Service
- > Extension
- > Nutritionists

We will also continue to offer the following features:

- Monthly columns by CattleFax and authors addressing issues about Resource Management and how they can help producers.
- Editorials focused on animal health, nutrition and management practices
- Policy updates and how that will impact producers and what they can do in response

## Editorial Calendar\*

### APRIL

*Panel Discussion-* Nutritionists discuss building the cow herd back for rebreeding  
*Inexpensive Feed Alternatives*  
*What's It Cost to Run a Cow Now?* (with a worksheet)  
*Basic Economics-* budgets, records and profitability  
*Importance of Genetics, Preconditioning and Weaning* because demand is diminishing for an "average" calf  
*Keep Them on Grass-* Rotational grazing, stockpiling forages  
*Preharvest Cattle Management*  
*Profile Environmental Stewardship Award Regional Winner's Successful Practices*

### MAY

*Panel Discussion-* Feedyard owners discuss what they want this fall, what they require now  
- BQA feedlot assessment  
*How to Win in Hard Times*  
*Save on Haying Costs*  
*Labor: How to Find Help and Keep Them*  
*Herd Health and Nutrition*  
*Profile Environmental Stewardship Award Regional Winner's Successful Practices*

### JUNE - Directions Issue

*Directions-* The annual lists of the tops in the business and the data that shows which way we're going  
*Panel Discussion-* Cow/calf producers discuss the issues in front of the industry  
*Take a mid-Year Financial Evaluation* (with worksheet)  
*The New Need for Financial Records-* as larger banks move into rural areas, the local banker may be 200 miles away and have limited knowledge of agriculture  
*How to Evaluate Your Return from Management Programs & Make Them Work*  
*Herd Health/Fly Control Profile Environmental Stewardship Award Winner's Successful Practices*

### JULY

*Learn the Risk Management Tools That Can Help You*  
*Shopping for a Bank*  
*Accounting Tips*  
*What a Drip-* Managing Water  
*How Good is Your Hay?*  
*Profile Environmental Stewardship Award Regional Winner's Successful Practices*

www.naylor.com

## Editorial Calendar continued...

### AUGUST

*Different Ways to Sell Your Cattle and How to Maximize Each Option*

*Make a Name for Yourself. How do you differentiate yourself?*  
- If buyers haven't heard of you before you sell, you're selling a commodity

*Get More from Your Feedgrains with Better Storage*

*Sharpen Your Business Skills*

*Herd Health*

*Profile Environmental Stewardship Award Regional Winner's Successful Practices*

### SEPTEMBER- Extended Circulation

*Panel Discussion- Livestock Auction Markets*

*Cull Cow Strategies for 2009*

*Technology in the Industry*

*Alternative Revenues from Your Ranch*

*Wind Farms- how installing one will affect your operation*

*Carbon Credits*

*Herd Health/Nutrition*

*Profile Environmental Stewardship Award Regional Winner's Successful Practices*

### OCTOBER- Extended Circulation

*Panel Discussion- Extension agents on the future of extension*

*Shifts in Agriculture- What is similar, what is different*

*Rethink Your Production System*

*NCBA Grades the Activists*

- What they're up to and how to tell the good guys from the bad

*Tax Planning- Get Ready to Meet Your "Uncle Sam"*

*Success stories on "How I got started"*

*Herd Health*

### NOVEMBER

*The Industry Adjusts- What has the industry done to adjust to the pressures of fuel, feed and fertilizer costs, and what it means for cow/calf producers*

*What is Going on at the Neighbors?- Canada and Mexican producers adjust to their own changes and ours*

*China*

- How its growing middle class is changing middle America

*The Internet as a Tool*

*Leasing vs. Purchasing Equipment*

- When is it time to make the switch?

*Your Tax Plan for Next Year*

*Winter Feed This Year*

### DECEMBER

*Panel Discussion: Cow-Calf Producers*

*The Future*

- Long Term Survival Strategies

*More Fuel Efficient Ways to Run Equipment*

*BioFuels Update*

*2010 Budget Workshop*

*Profile of BQA Winner*

### The National Cattlemen's Beef Association is: Cattlemen, Leadership and Solutions.

**Advertise with a winner!** The Livestock Publication Council has recently awarded the *National Cattlemen* Honorable Mention in the General Excellence category of "Association Publication." Additionally, several editorial pieces were awarded second or honorable mention in the competition.

\* This editorial calendar is subject to change without notice.

www.naylor.com



## Net Advertising Rates

### Full Color Rates



**DIRECT MAIL OPPORTUNITIES AVAILABLE:**

Please ask your representative for details.

**Revisions and Proofs:** \$50.00

**Position Guarantee:** 15% Premium

Size	1x	3x	6x	10x
Double Page Spread	\$6,909.50	\$6,559.50	\$6,219.50	\$5,869.50
Outside Back Cover	\$5,919.50	\$5,719.50	\$5,519.50	\$5,329.50
Inside Front or Inside Back Cover	\$5,329.50	\$5,129.50	\$4,929.50	\$4,739.50
Full Page	\$3,949.50	\$3,749.50	\$3,549.50	\$3,359.50
2/3 Page	\$3,409.50	\$3,239.50	\$3,069.50	\$2,899.50
1/2 Page Island	\$2,929.50	\$2,779.50	\$2,639.50	\$2,489.50
1/2 Page	\$2,509.50	\$2,379.50	\$2,259.50	\$2,129.50
1/3 Page	\$1,889.50	\$1,799.50	\$1,699.50	\$1,609.50
1/4 Page	\$1,449.50	\$1,379.50	\$1,299.50	\$1,229.50
1/6 Page	\$1,139.50	\$1,079.50	\$1,029.50	\$969.50
1/8 Page	\$889.50	\$849.50	\$799.50	\$759.50

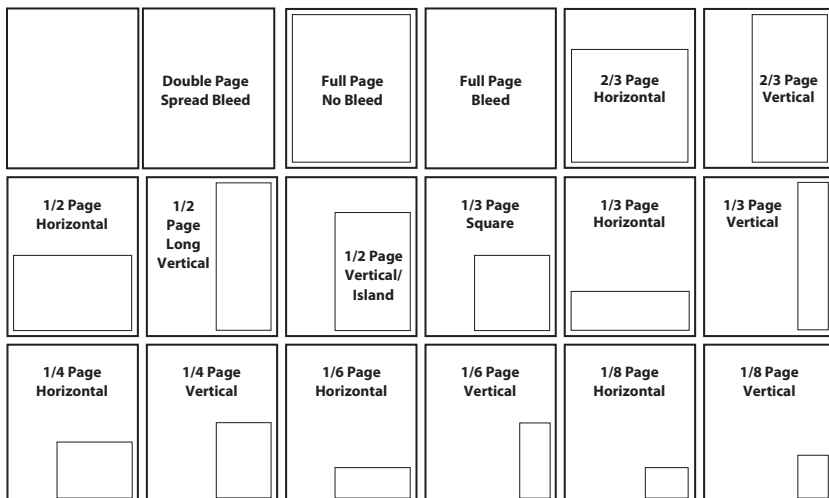
**Premium Advertising Options** – Ask your representative for specifications.

### Black and White Rates

Size	1x	3x	6x	10x
Full Page	\$3,145.50	\$2,989.50	\$2,829.50	\$2,679.50
2/3 Page	\$2,719.50	\$2,579.50	\$2,449.50	\$2,309.50
1/2 Page Island	\$2,339.50	\$2,219.50	\$2,109.50	\$1,989.50
1/2 Page	\$1,999.50	\$1,899.50	\$1,799.50	\$1,699.50
1/3 Page	\$1,509.50	\$1,429.50	\$1,359.50	\$1,279.50
1/4 Page	\$1,159.50	\$1,099.50	\$1,039.50	\$989.50
1/6 Page	\$909.50	\$859.50	\$819.50	\$769.50
1/8 Page	\$709.50	\$669.50	\$639.50	\$599.50

**BONUS:** All advertisers receive a free custom listing in our **Index of Advertisers**. Your company will be listed under the category of your choice along with the page number of your ad. Also, all advertisers receive an **Advertiser.com** listing. Our cross-reference highlights your company's Web address to increase online traffic.

### Ad Size Depictions



Advertiser indemnifies Naylor and the Association against losses or liabilities arising from this advertising. Naylor assumes no liability whatsoever, except to the extent of a one time paid advertisement of the same specification, in the next or similar publication, if any proven or admitted errors or omissions have occurred. Payment is due upon receipt of the invoice. Interest shall be charged at 2% per month compounded to yield 26.82% per year on overdue accounts. Revisions to previously submitted ad copy are subject to additional charges. A charge of \$30.00 will be levied for returned checks. In the event of a contract cancellation, the advertiser or agency agrees to repay Naylor any discounts granted for multiple insertions less any discount applicable for the number of insertions completed in the contract. All cancellations must be received in writing prior to the advertising sales deadline. All premium positions are non-cancelable. Prices are net of agency commission. Ads may also appear in an online version of the publication(s).  
NCB-M0409 (LR 1/9/2009)



# National Cattlemen monthly magazine- EXTENDED CIRCULATION\*

\*Frequency discounts apply.

## DIRECT MAIL OPPORTUNITIES AVAILABLE:

Please ask your representative for details.

Revisions and Proofs: \$50.00

Position Guarantee: 15% Premium

## Net Advertising Rates

### Full Color Rates



Size	Rate
Double Page Spread	\$13,999.50
Outside Back Cover	\$11,999.50
Inside Front or Inside Back Cover	\$10,799.50
Full Page	\$7,999.50
2/3 Page	\$6,899.50
1/2 Page Island	\$5,939.50
1/2 Page	\$5,079.50
1/3 Page	\$3,829.50
1/4 Page	\$2,939.50
1/6 Page	\$2,299.50
1/8 Page	\$1,799.50

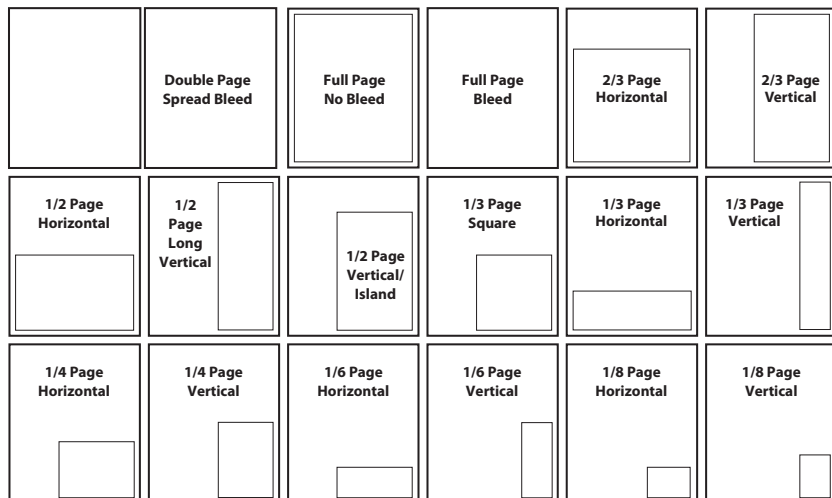
Premium Advertising Options – Ask your representative for specifications.

### Black and White Rates

Size	Rate
Full Page	\$6,499.50
2/3 Page	\$5,609.50
1/2 Page Island	\$4,819.50
1/2 Page	\$4,129.50
1/3 Page	\$3,109.50
1/4 Page	\$2,389.50
1/6 Page	\$1,869.50
1/8 Page	\$1,459.50

**BONUS:** All advertisers receive a free custom listing in our **Index of Advertisers**. Your company will be listed under the category of your choice along with the page number of your ad. Also, all advertisers receive an **Advertiser.com** listing. Our cross-reference highlights your company's Web address to increase online traffic.

### Ad Size Depictions



Advertiser indemnifies Naylor and the Association against losses or liabilities arising from this advertising. Naylor assumes no liability whatsoever, except to the extent of a one time paid advertisement of the same specification, in the next or similar publication, if any proven or admitted errors or omissions have occurred. Payment is due upon receipt of the invoice. Interest shall be charged at 2% per month compounded to yield 26.82% per year on overdue accounts. Revisions to previously submitted ad copy are subject to additional charges. A charge of \$30.00 will be levied for returned checks. In the event of a contract cancellation, the advertiser or agency agrees to repay Naylor any discounts granted for multiple insertions less any discount applicable for the number of insertions completed in the contract. All cancellations must be received in writing prior to the advertising sales deadline. All premium positions are non-cancelable. Prices are net of agency commission. Ads may also appear in an online version of the publication(s).  
NCB-M0409 (LR 1/9/2009)



## Print Advertising Specs (Magazine– 8.375" x 10.875")

### The Publication

*National Cattlemen*: an 8 3/8" x 10 7/8," full-color, saddle-stitched magazine for members only. This award-winning publication is the flagship communication tool that reaches the leaders and decision makers on a monthly basis.

Premium advertising positions and editorial adjacencies are awarded on a first-come, first-served basis. All space reservations require a completed insertion order received on or before the sales close date. Invoices are issued upon publication.

### The Publisher

Naylor, LLC, the national leader in professional communications services for associations, serving nearly 500 leading organizations from 85 different industries across North America, is the official publisher of *National Cattlemen*.

### Magazine Ad Sizes

Size	Width	Height
DPS Bleed	17"	11.125"
DPS Trim	16.5"	10.875"
DPS Live Area	15.417"	9.5"
Full Page Bleed	8.625"	11.125"
Full Page Trim	8.375"	10.875"
Full Page Live Area	7"	9.5"
2/3 Hz.	7"	6.333"
2/3 Vt.	4.583"	9.5"
1/2 Hz.	7"	4.583"
1/2 Vt.	4.583"	7"
1/2 Long Vt.	3.333"	9.5"
1/3 Hz.	7"	3"
1/3 Vt.	2.166"	9.5"
1/3 Sq.	4.583"	4.583"
1/4 Hz.	4.583"	3.333"
1/4 Vt.	3.333"	4.583"
1/6 Hz.	4.583"	2.166"
1/6 Vt.	2.166"	4.583"
1/8 Hz.	3.333"	2.166"
1/8 Vt.	2.166"	3.333"

**Note:** Text placed outside the live area within any full page or DPS ads may be cut off. Please keep text within the live area at all times.

### Artwork Requirements

**All digital color and greyscale artwork must be supplied at 300 dpi. Line art must be supplied at 600 dpi. High-res PDF, EPS, TIFF, and High-res JPEG files are accepted.**

**IMAGES FROM THE WEB ARE NOT SUITABLE FOR PRINTING.**

All color artwork must be in CMYK Mode, black and white artwork must be in either Greyscale or Bitmap Mode. RGB Mode artwork is not accepted and if supplied will be converted to CMYK Mode which will result in a color shift.

All screen and printer fonts as well as linked images must be supplied if not embedded in the file.

### Ad Material Upload

Go to the Naylor web site at [www.naylor.com](http://www.naylor.com) and click on Ad Upload. Locate your publication code, advertising order number and advertising code in the box at the top right-hand side of your Advertising Space Contract. Simply fill in your company's contact information along with these three pieces of information, attach your files and click Submit.

### Production Services

Naylor provides professional ad assembly and layout to non-agency clients at no charge to the client.



## National Cattlemen Digital Edition

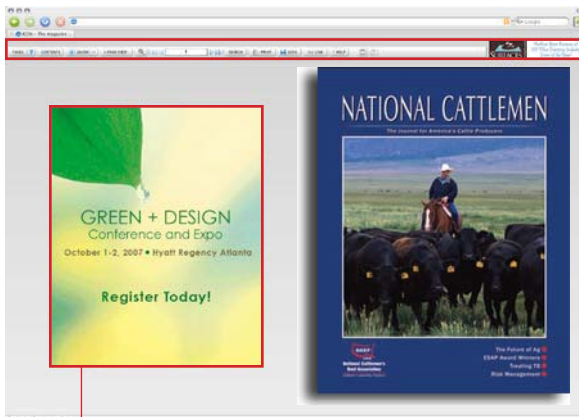
In addition to print, *National Cattlemen* is also available to members in a fully interactive digital version. Viewers can virtually flip through the pages, forward articles of interest to colleagues and click on ads to be redirected to the company's Web site.

### Extend your print advertising investment with the unique benefits of digital media:

- Link your ad to the landing page of your choice
- Increase traffic to your Web site
- Interact with viewers and facilitate the buying process
- Generate an immediate response from customers

Members and readers receive each issue via e-mail, and each new issue is posted on the association's Web site. A full archive of past issues is available for a 12-month period, ensuring longevity for your online presence.

**Digital edition branding opportunities are exclusive and awarded on a first-come, first-served basis.**



### eToolbar

**JPG or GIF: 250 x 50 pixels**

Your company name is displayed on the toolbar, found in the top-right corner of every page of the digital edition.

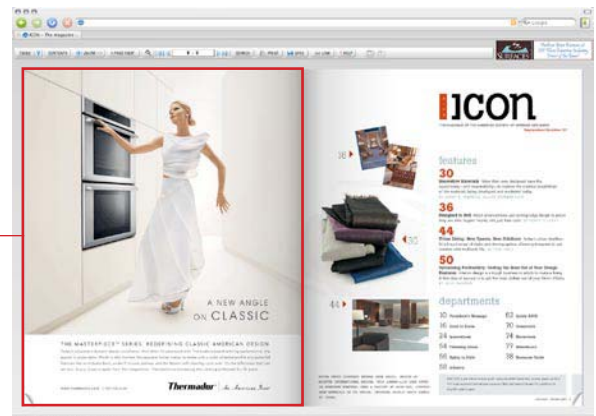
### Readers can:

- Read the issue online or download it for later.
- Bookmark pages and insert notes.
- Perform a keyword search of the entire magazine.
- E-mail articles of interest to colleagues.
- Click on ads to go directly to an advertiser's Web site.

### eSponsorship

**JPG, GIF, Flash or video: 645 x 465 pixels**

Be the first ad readers see. Your message will be prominently displayed directly across from the cover of the magazine. Animation and video capabilities bring your message to life.



### eLink

eLinks increase traffic from your ad in the digital edition to your company's Web site or a corporate e-mail address. All of our advertising options include this upgrade.

www.naylor.com



## eSponsorship

When you sponsor the *National Cattlemen* magazine digital edition, your company is the first ad readers see when they open their copy. Your message will be prominently displayed directly across from the cover of the magazine. Animation and video capabilities bring your company's advertisement to life. **This is an EXCLUSIVE advertising opportunity, as only one company can sponsor each digital edition.**

**eSponsorship: \$2,009.50 per issue**

645 x 465 pixels

**JPG, GIF, SWF, AVI, MPG, MOV, FLV or REAL PLAYER accepted**

*Animation and video must be less than one minute in duration.*

Select the issue(s) that you would like to sponsor:

- April 2009
- May 2009
- June 2009 - Directions Issue
- July 2009
- August 2009
- September 2009 - **Extended Circulation**
- October 2009 - **Extended Circulation**
- November 2009
- December 2009

Total your order:

\$ \_\_\_\_\_ (Ad Price) x \_\_\_\_\_ (Number of Issues) = \$ \_\_\_\_\_ **TOTAL PRICE**

### Advertiser Information:

Company Name: \_\_\_\_\_

Primary Contact: \_\_\_\_\_ Position: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State/Province: \_\_\_\_\_ Zip/Postal Code: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

E-mail: \_\_\_\_\_ Web site: \_\_\_\_\_

**I agree to all the terms of the rate sheet and this contract as applicable for my company.**

Payment Authorization Signature: X \_\_\_\_\_ Date: \_\_\_\_\_

All cancellations must be received in writing and all premium positions (banners) are NON-cancelable. Cancellations of online ads will be pro-rated to the next 30 days exposure with a \$50.00 processing fee. Submission and/or approval of online advertising copy must be received within 60 days of the date of this contract. NCB-M0409 (LR 1/9/2009)

Sign and return to:

www.naylor.com



## eSponsorship File Specifications

### **Videos - Must be less than one minute in duration**

#### **Dimensions**

645 x 465 pixels

#### **File Formats for Video**

AVI, MPG, MOV(QuickTime), FLV or REAL PLAYER

*When sending QuickTime video files, please avoid using these video codecs: Intel Indeo Video and SoftDV.*

The recommended video codecs for QuickTime are:

- Uncompressed video
- Sorenson Video 1, 2, and 3
- Motion JPEG A and B

*When sending QuickTime video files, please avoid using the IMA 4:1 audio codec.*

The recommended audio codecs for QuickTime are:

- Uncompressed audio
- ALaw 2:1
- ADPCM

*When sending .avi files, avoid using the Intel Indeo video codec.*

#### **Animation**

Please supply animation as Flash 7 or earlier files. We will need both .swf and .fla files. Animated GIF/FLASH files can loop no more than three times.

### **Setting Up Flash Creatives**

If supplying a Flash creative, you must also supply a backup GIF or JPG to serve to who do not have the Flash plug-in. A hard-coded URL must NOT be used. In order for our software to track clicks, we require your Flash creative to be set up using our guidelines as follows:

1. From Macromedia Flash, open your .fla file.
2. Select the frame or object that you would like to track the click on.
3. From the Modify Menu, select Instance. The Instance Properties screen will appear. Change the object behavior to Button.
4. Right-click on the symbol and select Actions.
5. From the Actions menu, select the OnMouse event and check the "Press" option.
6. From the Actions menu, add a getURL action and in the URL box type "url" (no quotes) in lowercase, and check the "Expression" option next to it. In the Window field, select "\_blank" and make sure Variables is set to Don't Send. DO NOT TYPE THE COMPANY URL but the word URL. Your code should look like this:

```
on (press) {  
  getURL(url, "_blank");  
}
```

If you are using Flash MX, just enter the code as shown below:

```
on (press) {  
  getURL(url, window="_blank");  
}
```

7. Click the OK box to accept the changes and proceed to publish or export your .SWF. Your Flash file is now ready to be tracked.

The purpose of setting up your Flash creative like this is so that we can control the URL. This means that you will still need to supply us with your intended URL, just not hard-coded into the Flash file. Should you wish to change your URL, just notify us and we can change it on the fly.

You can find more information on how to track Flash Banners at the Macromedia Rich Media Advertising Center at:  
[http://www.macromedia.com/resources/richmedia/tracking/designers\\_guide/](http://www.macromedia.com/resources/richmedia/tracking/designers_guide/).

www.naylor.com



## eToolbar Sponsorship

Brand the browser in which the *National Cattlemen* digital edition is displayed with your company name and colors! The eToolbar Sponsorship allows your company to be in front of readers the entire time they are browsing the digital edition of *National Cattlemen* magazine.

Your company's information will appear in the top right-hand corner of the browser in which the digital edition opens. It will also appear next to important, frequently-used navigational icons such as contents, zoom and search windows. **This is an EXCLUSIVE advertising opportunity, as only one company can sponsor the toolbar.**

**eToolbar Sponsorship: \$1,009.50 per issue**

250 x 50 pixels

**JPG or GIF accepted**

*Animation must be less than 25 seconds in duration (including multiple loops). Maximum file size is 100kb.*

Select the issue(s) that you would like to sponsor:

- April 2009
- May 2009
- June 2009 - Directions Issue
- July 2009
- August 2009
- September 2009 - **Extended Circulation**
- October 2009 - **Extended Circulation**
- November 2009
- December 2009

Total your order:

\$ \_\_\_\_\_ (Ad Price) x \_\_\_\_\_ (Number of Issues) = \$ \_\_\_\_\_ **TOTAL PRICE**

### Advertiser Information:

Company Name: \_\_\_\_\_

Primary Contact: \_\_\_\_\_ Position: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State/Province: \_\_\_\_\_ Zip/Postal Code: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

E-mail: \_\_\_\_\_ Web site: \_\_\_\_\_

**I agree to all the terms of the rate sheet and this contract as applicable for my company.**

Payment Authorization Signature: X \_\_\_\_\_ Date: \_\_\_\_\_

All cancellations must be received in writing and all premium positions (banners) are NON-cancelable. Cancellations of online ads will be pro-rated to the next 30 days exposure with a \$50.00 processing fee. Submission and/or approval of online advertising copy must be received within 60 days of the date of this contract. NCB-M0409 (LR 1/9/2009)

Sign and return to:

www.naylor.com



## Categories

Our publication features a handy Index of Advertisers section. Your company will be listed under the category of your choice along with the page number of your ad. When our members are in the market for a specific product or service, they can search the Index of Advertisers and quickly locate advertisers that specialize in that category.

One free category is included with any size ad, and each additional category is only \$20 each. *If your product or service is not listed below, a new category can be created for you.*

- |  |  |
|--|--|
| <input type="checkbox"/> ANIMAL HEALTH PRODUCTS                  | <input type="checkbox"/> HAY EQUIPMENT & ACCESSORIES |
| <input type="checkbox"/> ANIMAL IDENTIFICATION                   | <input type="checkbox"/> HERBICIDE                   |
| <input type="checkbox"/> ART                                     | <input type="checkbox"/> IMPLANTS                    |
| <input type="checkbox"/> ASSOCIATIONS                            | <input type="checkbox"/> INFORMATION/EDUCATION       |
| <input type="checkbox"/> AUCTIONS                                | <input type="checkbox"/> INSURANCE                   |
| <input type="checkbox"/> BREEDERS                                | <input type="checkbox"/> LIVESTOCK                   |
| <input type="checkbox"/> BREEDING                                | <input type="checkbox"/> MARKETERS                   |
| <input type="checkbox"/> BROADCAST MEDIA                         | <input type="checkbox"/> MEDIA                       |
| <input type="checkbox"/> CHUTES                                  | <input type="checkbox"/> ORGANIZATIONS               |
| <input type="checkbox"/> COMPUTER/SOFTWARE PACKAGES              | <input type="checkbox"/> PEST CONTROL                |
| <input type="checkbox"/> CONSULTING SERVICES                     | <input type="checkbox"/> PROCESSOR/PACKER            |
| <input type="checkbox"/> DNA TESTING                             | <input type="checkbox"/> PUBLICATIONS                |
| <input type="checkbox"/> EAR TAGS                                | <input type="checkbox"/> RANCHES                     |
| <input type="checkbox"/> EDUCATION                               | <input type="checkbox"/> REAL ESTATE                 |
| <input type="checkbox"/> ELECTRONIC IDENTIFICATION READERS (EID) | <input type="checkbox"/> RETAIL                      |
| <input type="checkbox"/> EQUIPMENT (ATV, Tractor)                | <input type="checkbox"/> SEED PRODUCTS               |
| <input type="checkbox"/> FEED                                    | <input type="checkbox"/> SHIPPING                    |
| <input type="checkbox"/> FEED ADDITIVES & ACCESSORIES            | <input type="checkbox"/> STEEL BUILDINGS             |
| <input type="checkbox"/> FEEDLOTS                                | <input type="checkbox"/> STRUCTURES/BUILDINGS        |
| <input type="checkbox"/> FENCING EQUIPMENT & ACCESSORIES         | <input type="checkbox"/> TRAILERS                    |
| <input type="checkbox"/> FINANCE                                 | <input type="checkbox"/> TUBS                        |
| <input type="checkbox"/> FURNITURE ACCESSORIES                   | <input type="checkbox"/> VACCINATIONS                |
| <input type="checkbox"/> GENETICS/DNA                            | <input type="checkbox"/> VETERINARY                  |
| <input type="checkbox"/> GOVERNMENT                              | <input type="checkbox"/> WATERING                    |
| <input type="checkbox"/> GRAIN                                   | <input type="checkbox"/> WEED                        |
|  | <input type="checkbox"/> OTHER: _____                |
|  | _____  |



One free listing with any size ad. Additional listings at \$20.00 each. No limit. Please list new categories on this sheet.

\_\_\_\_\_ **Additional Index Categories X \$20.00 = \$** \_\_\_\_\_

**Initial:** \_\_\_\_\_ **Date:** \_\_\_\_\_