



Cattle Feeders

RESOURCE GUIDE 2018



Want to reach professional cattlemen and women who own and feed 30 percent of the fed cattle in the U.S.? Want to increase your market share with nearly 6 million fed cattle? It's easier and less expensive than you think. Reserve your space now for the 2018 *Cattle Feeders Resource Guide*.

For fifty years, the Texas Cattle Feeders Association has issued an annual publication to serve TCFA members and supporting sponsors. Known as the *Cattle Feeders Resource Guide*, this award-winning publication is distributed in both print and web versions to approximately 5,000 professional cattlemen and women throughout Cattle Feeding Country—Texas, New Mexico and Oklahoma.

Every TCFA member, including feedyard managers, general managers, owners, and customers, receives a copy of the *Resource Guide*. These individuals are the day-to-day decision makers in the multibillion-dollar cattle feeding industry.

The digital version of the *Cattle Feeders Resource Guide* puts the content, including ads, on a platform for the world to see. Additionally, advertisers who purchase a full-page, four-color ad in the *Resource Guide* receive a free BONUS web ad on TCFA's website, www.tcfa.org. The bonus web ads can be changed throughout the year allowing advertisers the opportunity to target potential clients more precisely.

Here are some facts.

The one time feeding capacity in Cattle Feeding Country is approximately 3.5 million head.

TCFA Feedyards:

- Market approximately **6 million head** annually—30 percent of all fed cattle in the country.
- Purchase **10 million tons** of corn and other grains per year.
- Procure **5 million tons** of feed supplements, hay and additional ration ingredients each year.
- See an average of **5,200 semi-trucks** every day in and out that haul cattle, feed and other goods and services.
- Produce over **3 billion pounds of beef** a year.

Advertising in the *Cattle Feeders Resource Guide* will allow you to reach a market concentration that doesn't exist anywhere else in the world.

ADD VALUE TO YOUR AD

ENHANCED LISTING—Enhance your directory listing and add value to your ad by taking advantage of this special offer, available only to *Resource Guide* advertisers.

FOR \$100 PER LISTING, MAKE YOUR DIRECTORY INFORMATION STAND OUT AND REFER READERS TO YOUR AD.

This special offer is available only to those who buy a display ad in the *Cattle Feeders Resource Guide*. Cost to enhance your directory listing is in addition to the cost for your display ad. The cost applies to each listing in the *Resource Guide*. Industry Associate members may choose to have all listings enhanced, with payment due on each listing. To order, fill out the advertising contract and appropriate directory listing information.

ADDITIONAL LISTINGS

Does your service or product fall under multiple categories? If so, this opportunity was created for you. To order, fill out the advertising contract and appropriate listing information.

SERVICE DIRECTORY

1. Accountants
2. Attorneys
3. Auctions & Order Buyers
4. Carcass Data
5. Cattle Companies & Ranches
6. Commodity Brokers

7. Computer Services
8. Construction Engineers
9. Consultants
 - a. Environmental
 - b. Nutritional
 - c. Other/Misc
 - d. Pest
 - e. Veterinarian

10. Data Base Management
11. Energy & Utilities
12. Financial Services
13. Insurance
14. Labs, Packers, Retailers & Wholesalers
15. Printers, Publishers & Advertising Media

16. Real Estate
17. Renderers
18. Telecommunications
19. Tour & Travel Services
20. Trucking Services
21. Waste Management
22. Water Treatment
23. Misc. Services

PRODUCT DIRECTORY

1. Feed Additives & Growth Promotants
2. Feed & Feed Products
3. Feedyard & Livestock Equipment
4. Grain & Hay
5. Grain & Hay Preservatives
6. Office & Industrial Supplies
7. Pharmaceuticals & Vaccines
8. Misc. Products

For more information, contact Scena Snider at (806) 358-3681.

DISPLAY AD DETAILS

Finished trim size: 8 3/8" X 10 7/8"

- 2-Page Spread: 15 7/8" X 10" live area
17" x 11 1/8" bleed area
- Full Page Ad: 7 1/4" X 9 7/8" live area
8 3/8" X 11 1/8" bleed area
- Half Page Horizontal Ad: 7 1/4" X 4 7/8" live area
- Third Page Horizontal Ad: 7 1/4" X 3 3/4" live area
- Third Page Vertical Ad: 2" X 9 7/8" live area

(Available with Full Page Ad Only)

BONUS Web Ad

Advertisers who purchase a full-page, four-color ad receive a free bonus web ad on TCFA's website, www.tcfa.org. This ad must be submitted digitally in the following formats: Adobe InDesign, Adobe Illustrator, and/or Adobe Photoshop. Ads should be 300 px wide by 250 px tall. The file should be saved at 72 resolution for web viewing. **This ad must be sent via email with your print ad.**

The *Cattle Feeders Resource Guide* is printed offset using 150-line screens. It is perfect bound and side stitched.

Preferred Placement:

All advertising is ROP unless otherwise agreed. Preferred placement is available at a 25% premium above published rates. ***Half and third-page ads:** Publisher reserves the right to group half and third-page ads into specific sections of the *Resource Guide*.

Discounts:

A 10% discount on the actual ad rate is available to TCFA members. An additional 15% discount is allowed to advertising agencies if paid within 60 days of the invoice date. All advertisers in the *Cattle Feeders Resource Guide* are liable for the costs of their ads. Any agency placing advertising for an advertiser is considered a legal agent of the advertiser.

\$100

ENHANCED LISTING

ADDITIONAL

TCFA Workers Comp. Insurance

5501 I-40 W.
Amarillo, TX 79106
(806) 358-3681
FAX (806) 352-6026
Christie Culp
christie@tcfa.org

*See our ad in the *Cattle Feeders Resource Guide* page ____*

Artwork:

All new ads must be submitted digitally in the following formats: Quark Express, Adobe InDesign, Adobe Illustrator and/or Adobe Photoshop or as a PDF file. All supporting files including graphics and fonts should be included. *****Ads less than 300 resolution are not acceptable, please do not send files in Microsoft Word or Publisher. Ads submitted in these formats will be charged a 10% conversion fee.**

Art Fees:

All new ads must be submitted digitally. Ads submitted as film or negatives will be charged \$100 extra and the publisher will not be responsible for quality of printed ad. All other production charges—ad creation, type changes, etc.—will be billed at prevailing rates with a \$25 minimum charge.

Issuance and Closing Dates:

Published annually in the Spring. Forms close **Dec. 1, 2017**. Digital artwork or ad changes are due **Dec. 1, 2017**.

Send advertising contracts and artwork to:

Scena Snider
Texas Cattle Feeders Association
5501 I-40 W.
Amarillo, TX 79106-4617
Phone: (806) 358-3681
Fax: (806) 352-6026
email: scena@tcfa.org



TEXAS CATTLE FEEDERS
ASSOCIATION

5501 I-40 W.
Amarillo, TX 79106-4617

PRST FIRST-CLASS
U.S. POSTAGE
PAID
AMARILLO, TX
PERMIT NO. 631

RETURN SERVICE REQUESTED

Cattle Feeders

RESOURCE GUIDE



RATE CARD 2018

Reserve your ad space *now* — reach a highly targeted market concentration that doesn't exist anywhere else in the world!
Advertising due by December 1, 2017



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