100 Million Acres

How can a community encompass 100 million acres?

Because the ag people who live and work on the often remote ranches, farms and fields of northern California, Oregon, northern Nevada, western Idaho and southern Washington are closely united in their lives and love of the land.

The AG Mag and CATTLE Mag tell their stories to help them stay connected and strong, and to share their lives with ag consumers in the world beyond the 100 million acre border.

Stories of farmers, ranchers, industry advocates and ag partners. We offer progressive, practical, entertaining and informative articles to engage and encourage community with a common purpose: agriculture.

Media Kit 2022-23
What makes The AG Mag and The CATTLE Mag unique in the West?

For years our mission has been to go behind the typical news to tell the personal stories of ag producers in our region. To celebrate hard work, innovation and creative solutions. Our readers are loyal because we engage them in telling their stories. Because they know we care.

Now, more than ever our message resonates with the larger world of ag consumers who care and want to know who produces their food and where it comes from.
Thousands of ag producers throughout our 100 million acres depend on The AG Mag and The CATTLE Mag to stay connected to each other. They are fiercely loyal and share our articles with one another and with their ag networks throughout the country.

They consider our magazines part of their daily lives.

- Our magazines ride along with them. They spend time with each issue and share with their friends and family.
- What they like best is that we tell their stories, often in their own words.
- Their bond with us results in purchases of ag products, visits to stores or locations advertised in The AG Mag or The CATTLE Mag.
We’re expert storytellers

Forage Tour
The 100 million acre region where The CATTLE Mag is distributed is as varied as the breeds of cattle grazing this vast expanse. The Forage Tour traverses this territory visiting ranch operations and telling about the various types of forage that make up our distribution area.

Rancher’s Journal
Who can better tell their day-to-day story than ranch men and women? This popular CATTLE Mag feature goes behind the scenes to tell what it’s really like. The Rancher’s Journal gives readers a personal insight into a week in the life of a rancher, from sun up to sun down and beyond.

Tech Talk
Agriculture is bursting at the seams with innovation. Tech Talk in both The AG Mag and The CATTLE Mag shines the spotlight on new businesses, products and ideas in farming and ranching that are taking agriculture into a new world of efficiency and cost-saving.

Field Notes
Taking a cue from the Rancher’s Journal The AG Mag’s Field Notes is at the table with a group of families who’ve committed themselves to eating local for a year. Or on the ground with a first generation farmer or rancher. We believe in people and in sharing their voices with our readers.

Ag Influencer
Ag Influencers promote their lifestyle in a positive and educational way to the world at large through articles in print, online forums such as blogging, video blogging, social media and more. Each issue of The CATTLE Mag and The AG Mag features an up and coming Ag Influencer who shares their social media tips.

Lowdown
The Lowdown column, written by an industry or policy expert is our ag reader’s go-to source for timely news that impacts their ag business. The Lowdown also informs our general readers about the myriad rules, regulations and issues that farmers and ranchers face every day.
Ag producers, consumers, industry advocates & ag partners

Covering over 100 million acres with over 400 points of distribution across the West. In telling the ag story, we strive to open doors and answer leading questions in today's consumer-based market. The message to our audience is strong and clear: today's farmers and ranchers are real people, producing real food for a real world.

180,000 readers...

AG PRODUCERS
Producers of hay, cattle, vegetables, wheat, sheep, barley, silage, swine, grass, goats, poultry, horses, trees...

CONSUMERS
Neighbors, friends, family, teachers, government workers, military, writers, bus drivers, office workers...

INDUSTRY ADVOCATES
Ag groups, ag councils, industry memberships, colleges and universities, government agencies...

AG PARTNERS
Ag related industry, livestock yards, equipment dealers, animal health suppliers, ag credit services...

...and the list goes on.

The CATTLE Mag is read by 96,000 cattle producers, supporters and cattle industry professionals per year. The AG Mag is read by 84,000 farmers, growers, supporters and ag industry professionals per year. For a combined and delivered annual readership of 180,000 engaged, loyal readers.
We are the only free, quarterly, four-color, glossy publications devoted exclusively to agriculture in our vast region; northern California, Oregon, northern Nevada, western Idaho and southern Washington. Distributed to over 400 locations.

ADVERTISING RATES, SIZES & SPECIFICATIONS

<table>
<thead>
<tr>
<th>Per Issue Year</th>
<th>1 issue</th>
<th>4 issues*</th>
<th>8 issues**</th>
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</thead>
<tbody>
<tr>
<td>Full page w/bleed 8.375”W x 10.875H</td>
<td>$1,645</td>
<td>$1,480/issue</td>
<td>$1,406/issue</td>
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<tr>
<td>Full page no bleed 7.675” W x 9.875” H</td>
<td>$1,645</td>
<td>$1,480/issue</td>
<td>$1,406/issue</td>
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<tr>
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<tr>
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<td>$747/issue</td>
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<tr>
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<td>$488/issue</td>
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<tr>
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<td>$275/issue</td>
<td>$261/issue</td>
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<tr>
<td>DIRECTORY 2.5” W x 2” H</td>
<td>$193</td>
<td>$165/issue</td>
<td>$156/issue</td>
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</tbody>
</table>

*Yearly contract in one magazine, 4 issues - 10% discount
**Yearly contract in two magazines, 8 issues - 15% discount

NOTE: Preferred positions: Add 10% for premium placement
Inserts available, inquire on availability and pricing

The AG Mag deadlines*
Published in April, July, October, January
Closing date for space reservations - Mar. 27, Jun. 27, Sept. 27, Dec. 27
Ad materials due - April 1, July 1, October 1, January 1

The CATTLE Mag deadlines*
Published in March 1, June 1, September 1, December 1
Closing date for space reservations - Feb. 18, May 18, Aug. 18, Nov. 18
Ad materials due - February 21, May 21, August 21, November 21

*Some deadlines may be adjusted slightly to fit current events, holidays and schedules.

To reserve your space for the next issue call or e-mail your area sales rep.

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| Name: __________________________ | Business Name: __________________________ |
| Invoicing Address: __________________________ |
| Phone: __________________________ | Email: __________________________ |
| Ad Representative: __________________________ | Ad Rep Phone: __________________________ |
| The AG Mag [ ] The CATTLE Mag [ ] | Ad Rate: __________________________ | Number Of Times: __________________________ |
| Ad size: | |
| [ ] 1/2 page: Vertical: 3.7"W x 9.875"H, Horizontal: 7.675"W x 4.9"H | |
| [ ] 1/4 page: 4.9"H x 3.7"W | |
| [ ] Double Directory: 2.5"W x 4.125"H | |
| [ ] Directory: 2.5"W x 2"H | |
| *Preferred positions: Add 10% |
| Signature: __________________________ | Date: __________________________ |
| Notes: __________________________ |

**ADVERTISING AGREEMENT INFORMATION**

1. Payment for advertisements is due upon advertiser's approval of ad design and copy.
2. Space orders are due on or before closing date and may not be canceled by the advertiser after that date.
3. On consideration of the acceptance of the advertisement the advertiser must, in respect of the contents of the advertisement, indemnify and save the Publisher harmless against any expense arising from claims or actions against the Publisher because of the publication of the contents of the advertisement.
4. The Publisher's office reserves the right to reject any advertising for any reason at any time even though a reservation has been previously acknowledged and even though a product or account has been directly solicited by a representative. All advertisements must be clearly and prominently identified by the trademark and/or signature of the advertiser.
5. All advertisements are accepted and published by the Publisher upon the representation that the advertiser is authorized to publish the entire contents and subject matter thereof.
6. In the event of a printing error, the Publisher's liability is limited to a makegood of the advertisement. Publisher is not responsible for errors in key numbers.
7. No conditions, printed or otherwise, appearing on contracts, orders or copy instructions, that conflict with the Publisher's policies will be binding on the Publisher.
8. Insertion orders with disclaimers will not be accepted.
9. Rates and units of space subject to change by the Publisher.
10. Advertiser may adjust ad size per issue at the contracted rate if a contract is in effect.
11. Cancellations:
   - No cancellations will be accepted after the closing date. Contract cancellations prior to the closing date will be charged 25% of the contract rate.
   - If new copy is not received by the deadline, copy from the previous issues will be repeated. Failure to provide written cancellation by the deadline will result in the advertiser being invoiced for the full cost of the insertion. If an advertiser cancels a yearly contract the discount (difference between the rate card rate and frequency rate) will be billed to the advertiser. Orders for special placements cannot be rescinded.