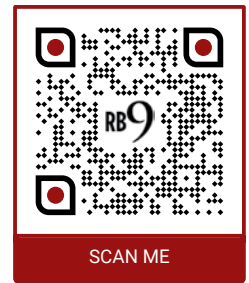


100 Million Acres

RB9 Publishing

California | Idaho | Nevada | Oregon | Washington

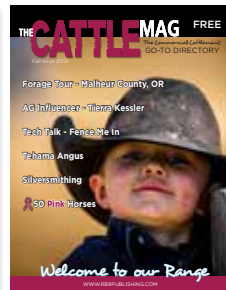
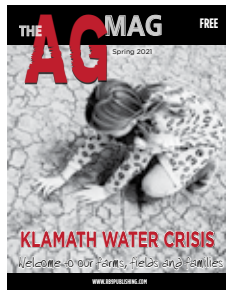
Media Kit 2026



Revealing stories... opening doors ... rewarding ingenuity...



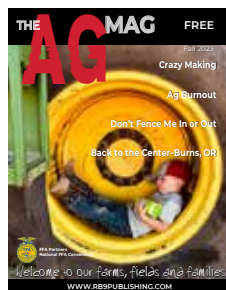
100 million acres... your trusted source



Connecting neighbors... bridging gaps



Building communities...educating consumers...advertising platform... supporting YOU





You win with RB9 Publishing

Our audience—your customer

A Real Difference: Our exciting, eye appealing magazines are not brief or distracting, they leave a long-lasting impression. We like to say there are no pop-ups, you can get service anywhere and our magazines smell good!

Targeted Reach: The AG Mag and CATTLE Mag are targeted specifically to your audience. We don't count eyeballs, instead we know our readers and we consistently reach them directly for you.

Credibility: The AG Mag and CATTLE Mag are high-quality, respected and trust-worthy. They project professionalism, authority and years of experience.

100 Million Acres

THE **CATTLE** MAG

THE **AG** MAG

100 Million Acres

Our audience—your customer

The CATTLE Mag and AG Mag combined print 60,000 copies annually and reach 300,000 loyal and trusting AG readers.

FREE* over 100 million acres

Mailed to Oregon Cattlemen's Association members, California and Oregon Angus Association members, California and Nevada Hereford Association members. Hay growers in the five-state region of Oregon, Washington, Idaho, California and Nevada.

Mailed to key and influential water agencies.

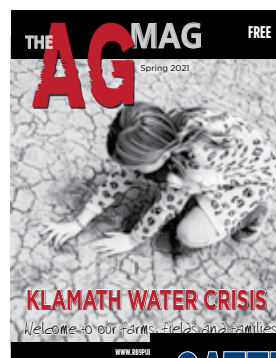
Mailed to select ranches and AG businesses including Livestock Auction Yards in the five- state region.

Delivered to key local businesses in the five-state region by a dedicated team of FFA chapter members.

Picked-up by your customers at more than 400 locations in the five state region—if we aren't at your favorite location, give us a call.

Subscribe*—visit us online at rb9publishing.com

** Subscription fee to cover mailing cost*



To reserve your space for the next issue call or e-mail

Barbara March
530/ 569-0254
publisherrb9@gmail.com

RB9 Publishing

THE CATTLE MAG

THE AG MAG

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

Per Issue Year	1 issue	4 issues*	8 issues**
Full page w/bleed*** 8.375" W x 10.875" H	\$ 1,645	\$ 1,480/issue	\$ 1,406/issue
Full page no bleed 7.675" W x 9.875" H	\$ 1,645	\$ 1,480/issue	\$ 1,406/issue
Half page (horiz.) 7.675" W x 4.9" H	\$ 875	\$ 787/issue	\$ 747/issue
Half page (vert.) 3.7" W x 9.875" H	\$ 875	\$ 787/issue	\$ 747/issue
Quarter page 3.7" W x 4.9" H	\$ 544	\$ 488/issue	\$ 464/issue
Double Directory 2.5" W x 4.125" H	\$ 303	\$ 275/issue	\$ 261/issue
DIRECTORY 2.5" W x 2" H	\$ 193	\$ 165/issue	\$ 156/issue

*Yearly contract in one magazine, 4 issues - 10% discount

**Yearly contract in two magazines, 8 issues - 15% discount

*** actual page size, please add a .125 bleed around page

NOTE: Preferred positions: Add 10% for premium placement

Inserts available, inquire on availability and pricing

The AG Mag deadlines*

Published April 15, July 15, October 15, January 15

Closing date for space reservations - Mar. 23, Jun. 23, Sept. 23, Dec. 23

Ad materials due - April 2, July 2, October 2, January 2

The CATTLE Mag deadlines*

Published in March 1, June 1, September 1, December 1

Closing date for space reservations - Feb. 11, May 11, Aug. 11, Nov. 11

Ad materials due - February 18, May 18, August 18, November 18

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

To reserve your space for the next issue call or e-mail

Barbara March

530/ 569-0254

publisherrb9@gmail.com



RB9 Publishing



Advertising Order Form

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:

- ☐ Full Page*: 7.675"W x 9.875"H, W/Bleed 8.375"W x 10.875H
- ☐ 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.

Cancellations:

11. 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.

