

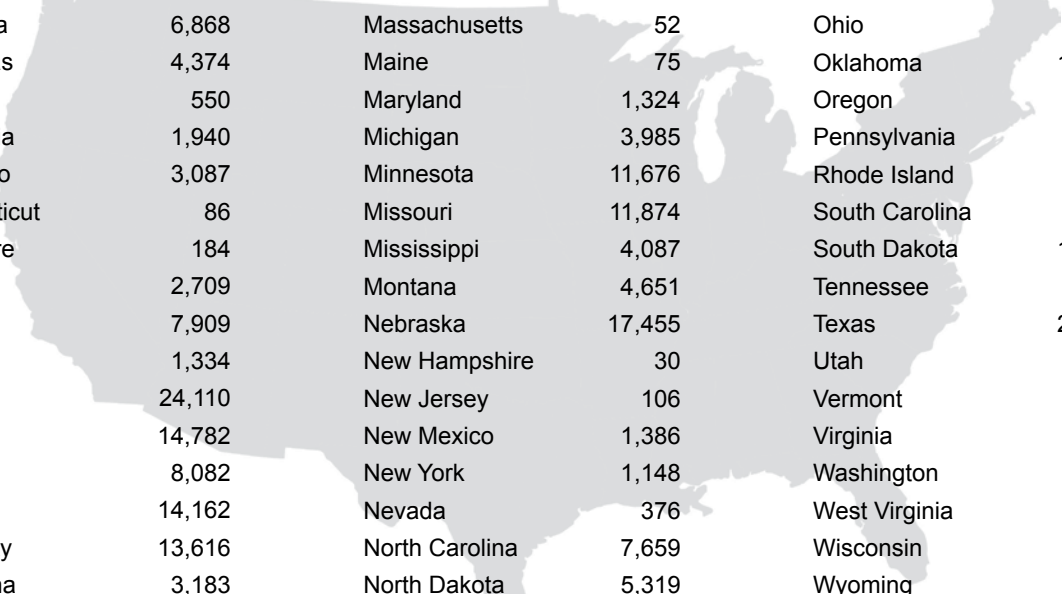
cattlink

Reach 260,000 of the nation's largest cattle producers with our CattleLink™ section

CattleLink, a special, beef-focused section in The Progressive Farmer, offers a reach nearly twice as large as other beef publications. Based on USDA figures, it reaches nearly 30 percent of producers with 250+ head, more than 56 percent with 100 to 149 head and more than 72 percent of producers with 50 to 99 head of beef cows.

Why advertise anywhere else when you can reach almost all of the nation's largest cattle producers in just one publication — The Progressive Farmer.

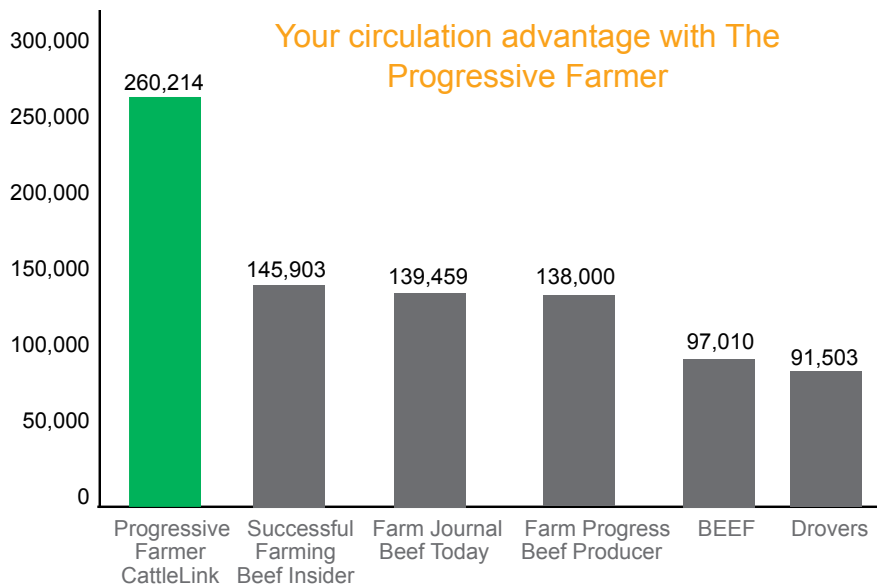
Cattlelink circulation: state-by-state breakdown



Alabama	6,868	Massachusetts	52	Ohio	7,067
Arkansas	4,374	Maine	75	Oklahoma	10,259
Arizona	550	Maryland	1,324	Oregon	1,080
California	1,940	Michigan	3,985	Pennsylvania	2,203
Colorado	3,087	Minnesota	11,676	Rhode Island	3
Connecticut	86	Missouri	11,874	South Carolina	3,006
Delaware	184	Mississippi	4,087	South Dakota	10,379
Florida	2,709	Montana	4,651	Tennessee	7,710
Georgia	7,909	Nebraska	17,455	Texas	22,121
Idaho	1,334	New Hampshire	30	Utah	699
Iowa	24,110	New Jersey	106	Vermont	149
Illinois	14,782	New Mexico	1,386	Virginia	7,957
Indiana	8,082	New York	1,148	Washington	969
Kansas	14,162	Nevada	376	West Virginia	2,526
Kentucky	13,616	North Carolina	7,659	Wisconsin	6,002
Louisiana	3,183	North Dakota	5,319	Wyoming	1,793

The Progressive Farmer offers more:

- 1 Reach:** The best and broadest reach of the U.S. cattle market
- 2 Coverage:** You'll penetrate the (typically under-delivered) Southern market
 - CattleLink boasts 160,000 Southern beef cattle operators
- 3 Efficient Investment:** Your ad dollar delivers more efficiencies and market within the most decorated and dynamic editorial product





2014



CattleLink™ Editorial Highlights

Our CattleLink section provides highly-respected editorial coverage focused on the needs of leading cow-calf, stocker, and feedlot operators. CattleLink delivers the latest on key industry issues, business practice advice, innovations to evolve current practices, expert market analysis of trends and pricing strategies, and marketing techniques to help maximize profits and minimize losses.

Winter 2013

IO Due: 11.25.13

Art Due: 12.04.13

Theme: BQA Masters

Articles to be included:

- Profile of a "BQA Master"
- The Zilmax Question
- The Records Tell the Story
- A Bittersweet Approach to Pasture and Hay Production

February 2014

IO Due: 12.19.13

Art Due: 01.02.14

Theme: Genetics

Articles to be included:

- Designer Cows
- NIFA Study
- Pick the Right Bull
- Should You Genetic Test Replacement Heifers?

March 2014

IO Due: 01.20.14

Art Due: 02.03.14

Theme: Calving

Articles to be included:

- Why Early Weaning Works
- Take Out Those Invasive Pasture Weeds
- Stopping Scours
- Tracking Calving Ease Scores

April 2014

IO Due: 02.24.14

Art Due: 03.03.14

Theme: Stockers

Articles to be included:

- Cut Pasture Costs in Your Stocker Program
- A Thinking Man's Feedlot
- People First
- Incoming Stocker Plan

May 2014

IO Due: 03.24.14

Art Due: 04.02.14

Theme: Forages

Articles to be included:

- Gains on Cover Crops
- He Moves the Feedlot to the Field
- The Pasture Bloat Mystery
- Take a Weed Inventory this Summer

June 2014

IO Due: 04.21.14

Art Due: 05.01.14

Theme: Parasites

Articles to be included:

- What's New With Fly Control?
- Know Your Dewormers
- USDA Program Gets Vets to Rural Areas

July 2014

IO Due: 06.10.14

Art Due: 06.26.14

Theme: TBD

August 2014

IO Due: 06.23.14

Art Due: 07.02.14

Theme: Preconditioning

Articles to be included:

- Unlikely Alliance
- Are Preconditioning Programs Worth the Price?
- A Better Feeding Facility

September 2014

IO Due: 07.21.14

Art Due: 08.01.14

Theme: Healthcare

Articles to be included:

- Bring Biosecurity Tactics to Your Operation
- Get to the Gut of the Problem
- Following the Trend Setters

October 2014

IO Due: 08.25.14

Art Due: 09.03.14

Theme: Markets

Articles to be included:

- Market Outlook
- A Drop in the Checkoff
- Kansans Helping Russia Build a Beef Business

November 2014

IO Due: 09.22.14

Art Due: 10.01.14

Theme: Winter Conditioning

Articles to be included:

- Condition and Rebreeding
- What's an Akaushi?
- Lessons Learned: Mark Bowen

December 2014

IO Due: 10.20.14

Art Due: 11.03.14

Theme: Reproduction

Articles to be included:

- Keep or Cull
- League of their Own
- Ducks & Cattle

Monthly Articles

- Sort and Cull
- Industry News and Issues

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2014

CattleLink™ Print and Digital Advertising Rates

Print Edition	Circ	Four Color			
		Page	2/3 pg	1/2 pg	1/3 pg
Beef Select National	260,000	\$36,765	\$25,736	\$20,809	\$14,706
Beef Select Midwest	100,000	\$16,197	\$11,338	\$9,168	\$6,479
Beef Select South	160,000	\$23,651	\$16,556	\$13,386	\$9,460
Beef 50+	140,000	\$21,595	\$15,117	\$12,223	\$8,638

*All rates are quoted as gross open rates

Please send all print insertion orders to your individual sales representative.

Artwork may be sent to:

The Progressive Farmer
Attn: Tony Green
2204 Lakeshore Drive, Ste 415
Birmingham, AL 35209
tony.green@telventdtm.com
1/205.414.4733

You can also upload ads/artwork to our ftp site:

Site url: FTP.progressivefarmer.com
Username: pfadvertising
Password: zeVeCr5s

**Password is CAPS sensitive

Digital Properties	
CattleLink weekly e-newsletter (40,000 subscribers)	\$1,250 per issue
www.dtnprogressivefarmer.com - Livestock channel 100 percent SOV	\$50 CPM

Please send all digital insertion orders to your individual sales representative.

Digital artwork may be sent to:

Ann Dillard
ann.dillard@telventdtm.com

cattlelink WEEKLY

E-NEWSLETTER

DETAILS

- Delivered weekly
- Sent to approximately 27,000 beef producers who have signed up to receive the e-newsletter
- Includes time-sensitive news for cattlemen

CONTENT INCLUDES

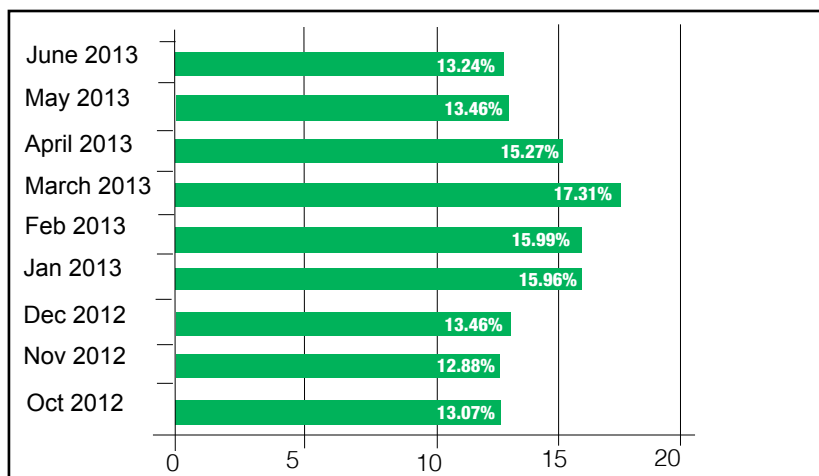
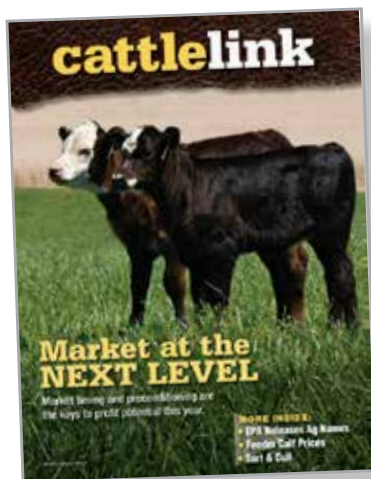
- Market commentary and weather analysis
- Information on cattle production and management
- Coverage of ag policy issues affecting cattle producers

ADVERTISING

- \$1,250 per issue
- Sizes: 728 X 90
300 X 250



Cattlelink Weekly Open Rate



Cattlelink Open Rate (%)



DTNPF.com

Dedicated Livestock Channel

ABOUT DTNPF.COM

DTNProgressivefarmer.com is a leading source of breaking agriculture news, markets and weather forecasts. The editors of DTN and The Progressive Farmer provide the most updated online coverage on crops, livestock, futures trading, farm business, equipment, ag policy and farm life.

LIVESTOCK COVERAGE

- Harrington's Sort & Cull
- Latest Livestock news
- Coverage of industry innovations

ADVERTISING

- \$50 CPM

ENHANCED AD UNITS

- Leaderboard - 728 X 90
- Wide Skyscraper - 160 X 600
- Box Ad - 300 X 250

MONTHLY CUSTOMER USAGE

Monthly Unique Visitors:	160,000
Monthly Page Views:	900,000
Time Spent Online:	7 minutes per visit

ADVERTISING UNITS

