

A Dynamic Team



**TRI-STATE
LIVESTOCK NEWS**

www.tsln.com

**FARMER & RANCHER
EXCHANGE**

www.farmranchex.com

the **Fence Post**

www.thefencepost.com



Your Proven Partner

Serving Ranching & Farming Communities for 5 Decades

2009 RATE CARD

**Serving Ranchers, Farmers and
Agri-businesses since 1963.**



Since 1963, Tri-State Livestock News has established a strong reputation as a leading publication within the livestock industry. Much of the growth and success of Tri-State Livestock News is due to the long-term support from the publication's stockmen and agribusiness customer base.

Published every Saturday with an average paper of 40 pages, Tri-State Livestock News reaches 20,000 readers each week. Amongst our paid subscribers, retention rate is over 91%! We have subscribers in every state and Canada, but the majority of our readers are located in South Dakota, North Dakota, Nebraska, Wyoming, Montana, Colorado, Minnesota, Iowa, and Kansas. In addition to our regular weekly paper, subscribers also receive special editions and 5 magazines yearly.

Tri-State Livestock News is the commercial cattlemen's publication, located in the heart of one of the greatest beef cow/calf producing regions in the world. This area is home to many of America's most astute ranchers, reputable commercial cow herds, high performance feeder cattle, progressive auction markets, purebred beef cattle leaders, top notch horse operations and leading sheep producers.

The horse industry is also a vital part of Tri-State Livestock News. Horse and rodeo enthusiasts turn to us weekly for horse sale results, rodeo standings, and upcoming events. Breeders utilize the paper to market their stallions, broodmares, weanlings and trainers use it to advertise their performance horses.

All aspects of agriculture are covered in Tri-State Livestock News. Information on grains, forages, sheep, hogs, dairy cattle, new and used farm and ranch equipment and upcoming ag-related events are all part of the comprehensive weekly coverage provided by Tri-State Livestock News. Now get your daily ag news at www.tsln.com.

**Call 1-877-347-9100 and ask to speak to a
Tri-State Livestock News advertising consultant in your area.
Call to subscribe 1-866-347-9133**



**SPEARFISH, SOUTH DAKOTA
MAIN OFFICE**
605-717-8244 | 1-877-347-9100

**WINNER, SOUTH DAKOTA
OFFICE**
888-648-4449

**RAPID CITY, SOUTH DAKOTA
OFFICE**
866-581-7494



*Serving Ranchers, Farmers and
Agri-businesses since 1981.*

**Farmer & Rancher
EXCHANGE**

The Farmer & Rancher Exchange's first issue was published in the spring of 1981. It currently reaches 80,000 readers in South Dakota, Nebraska, Wyoming, Kansas, North Dakota, Colorado, Montana, Minnesota & Iowa. Many of the businesses who began advertising in 1981 continue to advertise on a consistent basis.

The Farmer & Rancher Exchange is the largest weekly advertising publication distributed free in the upper Midwest region. It is the only weekly agricultural publication that is 100% advertising. It is truly the "buy and sell bible" for a Nine state area.

Hundreds of businesses advertise in the Farmer & Rancher Exchange: livestock markets, vehicle dealers, farm machinery and equipment dealers, antique dealers, realtors, auctioneers, seed, feed, retail, grocery and building material businesses. In the spring of each year, hundreds of registered livestock producers promote their livestock production and/or private treaty sales. These businesses advertise in the Farmer & Rancher Exchange because it offers a vast potential customer base with the largest geographical coverage of any South Dakota based agricultural publication.

Call 1-877-347-9100
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advertising consultant in your area.

**Farmer & Rancher
EXCHANGE**

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DISTRIBUTION MAP



-  Tri-State Livestock News
-  Farmer & Rancher Exchange

We Reach over 75,000 Readers
Free Weekly Paper
30,000 households

We Reach over 25,000 Readers
Paid Subscribers
10,000 households

Farmer & Rancher
EXCHANGE

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TRI-STATE
LIVESTOCK NEWS

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TRI-STATE LIVESTOCK NEWS DISPLAY AD RATES

TIMES AD WILL RUN	1X-3X	4X-8X	9X-16X	17X-26X	27X-52X
2" - 27"	17.50	17.00	16.50	16.00	15.50
28" - 60"	17.00	16.75	16.00	15.50	15.00
61" - 90"	16.50	16.00	15.50	15.00	14.50
91" - 121"	15.75	15.50	14.75	14.00	13.50
122" - 166	15.50	15.00	14.50	13.75	13.25
NON PROFIT RATE	13.00	-	-	-	-

TRI-STATE LIVESTOCK NEWS CLASSIFIED DISPLAY AD RATES

TIMES AD WILL RUN	1X-3X	4X-8X	9X-16X	17X-26X	27X-52X
2" - 27"	13.75	13.00	12.25	11.75	11.00
28" - 60"	13.25	12.75	11.75	11.25	10.50
61" - 90"	12.75	12.00	11.25	11.00	10.25
91" - 121"	12.00	11.50	11.00	10.25	9.50
122" - 166"	11.25	10.50	9.75	9.25	8.75

FARMER & RANCHER EXCHANGE DISPLAY AD RATES

TIMES AD WILL RUN	1X-3X	4X-8X	9X-16X	17X-26X	27X-52X
2" - 20"	13.75	13.00	12.25	11.75	11.00
21" - 30"	13.25	12.75	11.75	11.25	10.50
31" - 49"	12.75	12.00	11.25	11.00	10.25
50" - 78"	12.00	11.50	10.75	10.00	9.00
NON PROFIT RATE	9.00	-	-	-	-

FULL COLOR RATES (BOTH PUBLICATIONS)

Full Page.....	\$210.00
Half Page.....	\$105.00
Quarter Page.....	\$75.00

PREPRINTED INSERTS (PER THOUSAND)

8.5 x 11	\$130
4 page tab	\$140
8 page tab	\$150
12 page tab.....	\$160



www.tsln.com

**SPEARFISH, SOUTH DAKOTA
MAIN OFFICE**
605-717-8244 | 1-877-347-9100

PIERRE, SOUTH DAKOTA OFFICE
1-877-347-9112



www.farmranchex.com

WINNER, SOUTH DAKOTA OFFICE
1-888-648-4449

RAPID CITY, SOUTH DAKOTA OFFICE
1-866-581-7494

SPECIAL ISSUES & EDITIONS

MAJOR TRADE SHOW EDITIONS				CATTLE SPECIALS		HORSE SPECIALS	
				- MAGAZINES -		- MAGAZINES -	
National Western Stock Show Denver, CO	January	Central States Fair Rapid City, SD	August	Spring Calf & Crop Spectacular	April	Fall Horse	August
BHSS Premier Edition & PLUS Rapid City, SD	January	Days of 76 Deadwood, SD	August	Fall Cattle Journal	September	Horse Edition	December
The MATE Billings, MT	February	SD State Fair Huron, SD	August	Winter Cattle Journal	December		
NE Cattleman's Classic Kearney, NE	February	SD Stockgrowers Rapid City, SD	September	SPECIAL SUPPLEMENT/FEATURES!			
Nebraska Ranch Expo Bassett, NE	June	The NILE Billings, MT	October	Ag Pride	May	Hunter's Paradise	September
Dakotafest Mitchell, SD	August	SD Cattleman's Association Huron, SD	December	Women in Ag NEW!	September	The NILE	October
				SD Stockgrowers	September	SD Cattleman's Association	December

20.75"

1.14"

TRI STATE LIVESTOCK NEWS

8 Columns

AD SIZES

1 Column1.14".....	82.00 pts.
2 Columns2.4".....	173.25 pts.
3 Columns3.67".....	264.37 pts.
4 Columns4.94".....	355.50 pts.
5 Columns6.2".....	446.63 pts.
6 Columns7.47".....	537.75 pts.
7 Columns8.73".....	628.88 pts.
8 Columns10.0".....	720.00 pts.

1.14"

Farmer & Rancher EXCHANGE

8 Columns

9.75"



TRI-STATE LIVESTOCK NEWS

PUBLICATION INFORMATION

Size: 11 inch by 22 inch broadsheet sized publication, 8 columns by 20.75 inches, Column width 1.14 inches.
Published: Every Saturday

DISPLAY ADVERTISEMENT RATES

Baseline Rate: \$17.50 per column inch
Contract Rates are available for volume discounts.
Agency Rates: A 15% agency commission will be allowed.

POLICIES

Editing: The Tri-State Livestock News reserves the right to edit or reject any advertising.



FARMER & RANCHER EXCHANGE

PUBLICATION INFORMATION

Size: 11 inch by 11 inch tabloid sized publication, 8 columns by 9.75 inches, Column width 1.14 inches.
Published: Every Tuesday
Distribution: 95% Direct Mailed through U.S. Post Office, Carriers & News Stands 5%

DISPLAY ADVERTISEMENT RATES

Baseline Rate: \$13.75
Contract Rates: Rates are available for volume advertisers.
Agency Rates: A 15% agency commission will be allowed.
Front Page Rate: Front page space is reserved in advance and charged 15% extra. Full color is included.
Special Placement 5% Extra.

POLICIES

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DEADLINES

Tri-State Livestock News

Display Advertisements: 5:00 pm Wednesday MT
Classified Display Advertisements: 5:00 pm Wednesday MT
Classified Straightline Advertisements: 10:00 am Thursday MT

Farmer & Rancher Exchange

Display Advertisements: 5:00 pm Thursday MT
Classified Advertisements: 10:00 am Friday MT

EMAILED ADS

Email Classified Ads To: classifieds@tsln-fre.com

COLOR

Color is available on a first come, first serve basis.

TRI-STATE LIVESTOCK NEWS & THE FARMER & RANCHER EXCHANGE POLICIES

Omissions & Errors: The Tri-State Livestock News and the Farmer & Rancher Exchange will exercise every effort to prevent errors and omissions in any advertisement. In case of an error or omission that affects the material value of the advertisement, Tri-State Livestock News or The Farmer & Rancher Exchange, if at fault, will be responsible only to the extent of running that portion of the ad in error, free of charge. Customers upon request will receive ad copy for approval prior to publication.

Credit Policy: Statements are mailed on the 1st day of each month with payment due by the 10th of the month. A 15% finance charge is added to the account balances after 30 days or more. Balances over 90 days may be referred to Credit Bureau Services.

Political Advertising: The words "Paid for the Candidate/Paid Political Advertisement" and any information as prescribed by law will appear with the ad. Payment in full with the order is required.

The Tri-State Livestock News and The Farmer & Rancher Exchange publications are digitally composed on computers using Adobe InDesign and Adobe Photoshop. PDF (Portable Document Format), Adobe InDesign and Photoshop files may be submitted on CD ROM or E-Mailed. Illustrator and EPS files can be accepted, but are not the preferred format. Graphics can be submitted as tif, jpeg, or eps files. Physical media (business cards, pictures, etc.) may be mailed or delivered to our office where we can scan it. If you have any questions, call us, and we will be happy to assist you.

Outgoing E-Mail: As a courtesy for our customers we will email your published ad to other publications. Any changes required will be assessed a fee.

Preprinted Inserts: Inserts are due in Rapid City, SD by Tuesday prior to the publication. Address: 412 2nd St. • Rapid City, SD 57701 (C/O Rapid City Journal)

SPEARFISH, SD - MAIN OFFICE

PO Box 1020
311 N. 27th St., Suite 1
Spearfish, SD 57783
Phone: 605-717-8244
Toll Free: 877-347-9100
Fax: 877-347-9126

WINNER, SD OFFICE

PO Box 1726
710 w. 1st St.
Winner, SD 57580
Phone: 888-648-4449
Fax: 605-842-2319

RAPID CITY, SD OFFICE

1501 East Centre St. #101
Rapid City, SD 57703
Phone: 866-581-7494
Fax: 605-716-5808