



Buyer's Guide

Media Kit

2026

The South Dakota Cattlemen's Association Buyer's Guide puts your business in front of the people who drive the cattle industry. Distributed as an insert in Cattle Business Weekly and Tri-State Livestock News, the guide reaches approximately **15,000 readers** across the region, including cattle producers, SDCA members, and industry professionals actively seeking products and services.

The Buyer's Guide serves as a highlight for the SDCA Convention & Trade Show, one of the premier gatherings for cattle producers, industry leaders, and key decision-makers. Advertising in the Buyer's Guide positions your brand alongside trusted industry resources and connects you with the customers and influencers who matter most to your business.

As an added value, advertising through the SDCA Buyer's Guide provides exposure in both publications at a lower cost than purchasing the same ad space separately in Tri-State Livestock News and Cattle Business Weekly. Your investment not only extends your marketing reach but also supports the South Dakota Cattlemen's Association and its ongoing efforts to advocate for cattle producers and strengthen the cattle and beef industry across South Dakota.

Size	Size	Rate
Full Page	9.875" W x 15.75" H	\$2,050
2 / 3 Page	6.530"W x 15.75"H	\$1,370
Half Page (Horizontal)	9.875"W x 8"H	\$1,025
Half Page (Verticle)	4.858"W x 15.75"H	\$1,025
1 / 3 Page (Horizontal)	9.875"W x 10.5"H	\$775
1 / 3 Page (Verticle)	3.185" W x 15.75"H	\$775
1 / 4 Page (Horizontal)	4.858" W x 8" H	\$525
1 / 4 Page (Verticle)	3.185"W. 11.8"H	\$525
Front Inside Cover	9.875" W x 15.75" H	SOLD OUT
Back Inside Cover	9.875" W x 15.75" H	\$2,500

Deadline

Ad placements are reserved on a first-come, first-served basis. The deadline to submit advertisements is October 15, 2026.