

MEDIA KIT

2026

South Dakota



Advertising Specifications

The South Dakota Cattlemen's Association (SDCA) provides year-round advertising opportunities. Ad placements are reserved on a first-come, first-served basis.

The South Dakota Cattleman magazine, published bi-monthly, offers a trusted print platform with deep reach across the state's beef community.

For more frequent visibility, The Cattle Guard, SDCA's weekly e-newsletter delivered to more than 1,500 producers and industry leaders provides a timely, high-engagement digital option.

Disclaimer:

Rates in the Media Kit are for print-ready ads. Files may be submitted in one of the following formats (at a minimum of 300 dots per inch (dpi), full color): Press Quality PDF, JPEG, or PNG.

*A \$150/hour fee will apply for graphic design services.
Edits and approvals are included.*

Advertising Due Dates:

| Issue Month | Due Date |
|-------------------|------------|
| Janurary/February | 12/15/2025 |
| March/April | 2/15/2026 |
| May/June | 4/15/2026 |

| Issue Month | Due Date |
|-------------------|------------|
| July/August | 6/15/2026 |
| September/October | 8/15/2026 |
| November/December | 10/15/2026 |

The South Dakota Cattleman

The South Dakota Cattleman is the official publication of the South Dakota Cattlemen's Association. The magazine is distributed to SDCA members, producers, industry leaders, Allied Industry Members, as well as state and federal government officials.



Print Size Requirements:

Full Page: 8.25 x 10.25 inches

Half Page: 3.25 x 10 or 7.5 x 5 inches

Quarter Page: 3.5 x 5 inches

Business Card: 2.75 x 4.25

ADVERTISING RATES:

Member Pricing

| Size | Rate |
|--------------------|-------|
| Full Page | \$640 |
| Half Page | \$500 |
| Quarter Page | \$320 |
| Business Card | \$160 |
| Front Inside Cover | \$736 |
| Back Inside Cover | \$736 |
| Back Cover | \$736 |

Non-Member Pricing

| Size | Rate |
|--------------------|-------|
| Full Page | \$800 |
| Half Page | \$625 |
| Quarter Page | \$400 |
| Business Card | \$200 |
| Front Inside Cover | \$920 |
| Back Inside Cover | \$920 |
| Back Cover | \$920 |

The Cattle Guard

The Cattle Guard is SDCA's weekly e-newsletter delivered to more than 1,500 producers and industry leaders, offering a timely, high-engagement digital platform for your message.

Advertising space is purchased on a monthly basis and runs every Monday throughout the month, ensuring consistent visibility and repeated exposure to our audience.

Size Requirement:

1080 x 1080 pixels

ADVERTISING RATES:

Member Pricing
\$130/month

Non-Member Pricing
\$160/month

| Month | Availability |
|-----------|-------------------|
| January | SOLD OUT |
| February | SOLD OUT |
| March | SOLD OUT |
| April | 1 Spot Remaining |
| May | 1 Spot Remaining |
| June | 1 Spot Remaining |
| July | 1 Spot Remaining |
| August | 2 Spots Remaining |
| September | 1 Spot Remaining |
| October | 2 Spots Remaining |
| November | 2 Spots Remaining |
| December | 2 Spots Remaining |