

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
January/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