MEDIA KIT

2027

South Dakota Cattlemen's Association

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.

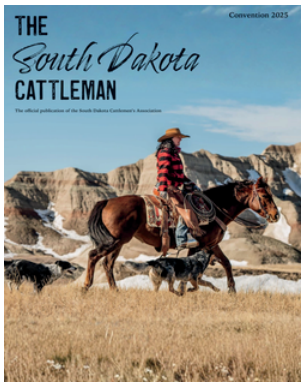
Advertising Due Dates:

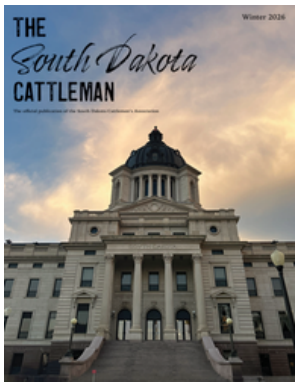
Issue Month	Due Date
Janurary/February	12/10/2026
March/April	2/10/2027
May/June	4/10/2027

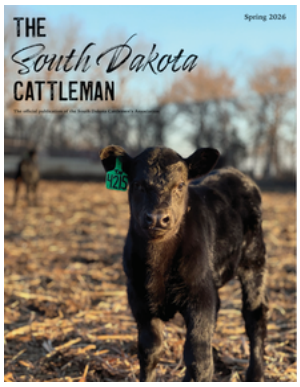
Issue Month	Due Date
July/August	6/10/2027
September/October	8/10/2027
November/December	10/10/2027

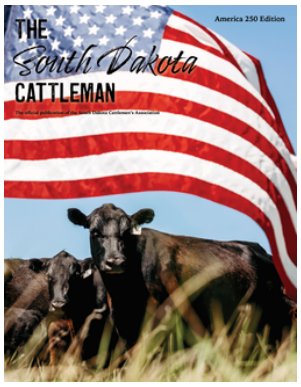
The South Dakota Cattleman

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	$700
Half Page	$525
Quarter Page	$325
Business Card	$175
Front Inside Cover	SOLD OUT
Back Inside Cover	$800
Back Cover	SOLD OUT

Non-Member Pricing

Size	Rate
Full Page	$850
Half Page	$650
Quarter Page	$425
Business Card	$225
Front Inside Cover	SOLD OUT
Back Inside Cover	$950
Back Cover	SOLD OUT

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
$150/month

Non-Member Pricing
$200/month

Month	Availability
January	3 Available
February	3 Available
March	3 Available
April	3 Available
May	3 Available
June	3 Available
July	3 Available
August	3 Available
September	3 Available
October	3 Available
November	3 Available
December	3 Available