

MAJOR CATTLE COMPANY, L.L.C.

P. O. Box 5128
Chino Valley, AZ 86323
(928) 925-3710

October 14, 2017

Hi Lathele,

Here is my report on advertising for WSBBA:

1. Western Livestock Journal's circulation is 25,000 weekly. The Bull Buyer Guide is mailed out in mid-January, with an early December deadline for spring bulls. Secondly, the commercial cattle issue is mailed out the third week in August, with a deadline of July 20th for fall bulls. The cost is \$340 per issue for a ¼-page ad or ⅓-page for \$450 per issue. Western Livestock will comp one added color.

2. Beefmaster Pay Weight Magazine's circulation is 15,000 commercial cattlemen that either have purchased or inquired about Beefmaster bulls. It is published twice a year: the spring issue is mailed out March 1st, with a space deadline of January 15th; the fall issue is mailed out September 15th, with a space deadline of July 15th. ⅓-page horizontal (6:31 H x 10:31 W) is \$350 for each issue for black and white; a full-color ad is an additional \$300 per ad.

3. Progressive Cattleman Magazine, Western Addition's circulation is 10,219. Ten Western states, ¼-page color ad for the west region is \$403 per issue; ⅓-page color ad for the west region is \$487 per issue.

RECOMMENDATION

January 2018 – Western Livestock Journal Bull Buyer Guide, ⅓-page with 1 color, \$450.

February 2018 – Progressive Cattleman, ¼-page with color, \$403.

March 2018 – Beefmaster Pay Weight, ⅓-page horizontal black and white, \$350.

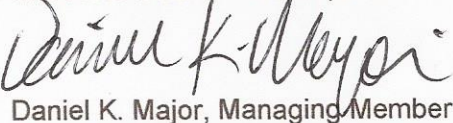
August 2018 – Western Livestock Journal commercial cattleman issue, ⅓-page with 1 color, \$450.

September 2018 – Beefmaster Pay Weight, ⅓-page horizontal black and white, \$350.

TOTAL COST FOR 2018 = \$2,003. The total cost is to be divided amongst participants. Add to feature, WSBBA logo, names of participants, and website information.

Sincerely,

MAJOR CATTLE COMPANY, L.L.C.



Daniel K. Major, Managing Member

DKM:lm