

# THE **S**TOCKMAN

AG-EXTRA

**2026** **PRINT & DIGITAL**  
**ADVERTISING OPPORTUNITIES**

# WE ARE HERE TO PROMOTE YOU



## Advertising Rates

**2 full pages** \$2195      **double card** \$450  
**full page** \$1195      **business card** \$250  
**half page** \$695

## Production Deadlines

issue	materials due
January	December 10
February	January 10
March	February 10
April	March 10
May/May	April 10
August/Sept.	July 10
October	September 10
November	October 10
December	November 10

### submit ad copy or materials to:

[makayla@stockmanmag.com](mailto:makayla@stockmanmag.com)

### accepted file types

Press Quality PDF, JPEG in 300dpi, or Adobe Photoshop PSD

### bleeds available

Finished trim size is 8.5" x 11". Bleeds are available on full page ads at no charge. Please note live image area of 7.5" x 10".

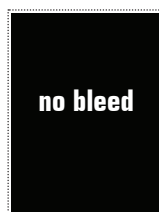
## Ad Sizes

### full page with bleed

8.5" x 11" page size  
0.125" bleeds all sides  
0.5" margins all sides  
live image area: 7.5" x 10"

### full page without bleed

7.5" x 10"



## Design Services

Ad design is available. \$250 for 2 page spread, \$150 for full page, and \$75 for half page or smaller. *Supplied images must be 300dpi. The Stockman Ag-Extra is not responsible for blurred or pixelated images in print.*

## Additional Opportunities

### included with print

All sales and events are listed on our sale calendar found on our website. Half and full page ads will also be listed on our social media pages at no extra charge.

### subscribe for free

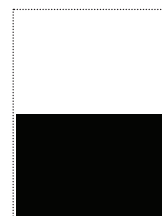
Advertisers are not guaranteed printed copies. To receive the latest issue, please subscribe at [www.stockmanmag.com/subscribe](http://www.stockmanmag.com/subscribe).

### discounts and premium pages

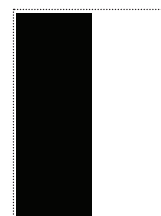
Contact us for frequency discounts and pricing on our premium pages.

### ring service

Call for consultant availability and a personalized quote.



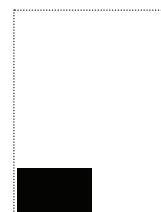
**horizontal half page**  
7.5" x 5" | no bleed



**vertical half page**  
3.75" x 10" | no bleed



**double card**  
2 options | no bleed



**reference card**  
3.5" x 2.5" | no bleed

# OUR AUDIENCE

Print and Online Circulation over

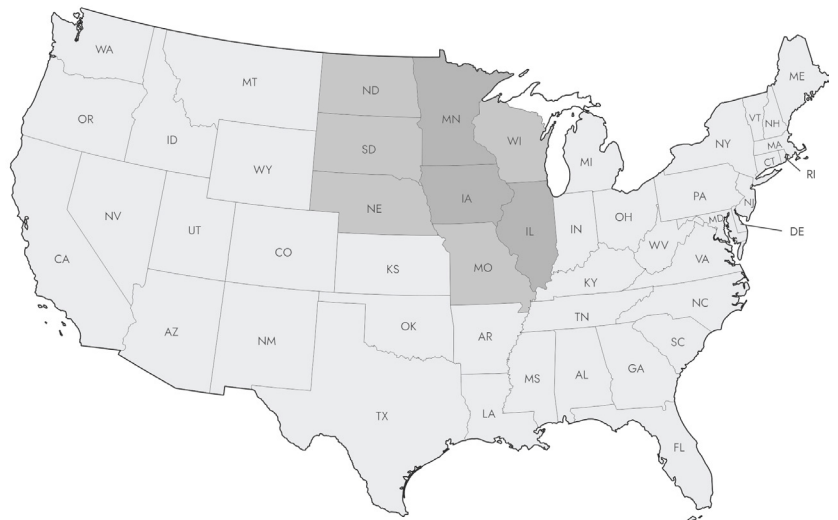
40,000!

## in print

*The Stockman Ag-Extra* is the premier livestock publication featuring and serving seedstock and commercial beef producers nationwide. Issues can be found at various events throughout the year and in mailboxes across the country, with the highest concentration of subscribers in the upper Midwest.

## online

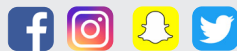
Read *The Stockman Ag-Extra* anytime, anywhere simply by visiting our website. In every issue, you will find incredible cattle, plus relatable, entertaining, and inspiring editorial features that are shared across our social media platforms each month.



\*darker shades indicate higher circulation

Follow Us!

@thestockmanmag



#thestockman  
#morethanahobby

stockmanmag.com

**AVAILABLE IN**

*Print and Digital*

**FORMATS**



*Scan to Subscribe!*

*7-Day Traffic Campaign*

**POWERED BY STOCKMAN AG-EXTRA** | Rate: \$1,095

- One custom square video designed for social media
- Sponsored post delivered through Stockman Ag-Extra
- Drives traffic directly to SmartCattleLogs.com (SCL) or catalog landing page
- Designed to support catalog visibility during peak interest windows

- Estimated Results:
- ~20,000 impressions
  - ~15,000 views
  - ~400 clicks



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