

PROGRESSIVE
DAIRYMAN

PROGRESSIVE DAIRYMAN

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ON THE COVER:

Si-Ellen Farms, Jerome, Idaho. Photo by Mike Dixon.



Sweat the s
It makes a big difference
PG. 61

Chasing better re
Activity monitors surging to start

Success
Family showcase
dairy innovations

PROGRESSIVE
PUBLISHING
dairy|forage|beef

OTHER PUBLICATIONS

We offer four additional agricultural publications. A separate media kit is available for each.



Progressive Dairyman
Canadian Edition

Published since 2011
9X Annually
Circulation: 9,083
<http://canada.progressivedairy.com>



comes in 3's
es three notable
S. PG. 64

SHOW COVERAGE INSIDE

See the insert in this issue for special World Ag Expo information, including editors' top picks for can't-miss show highlights.

ATTEND OUR DAILY SEMINARS

At 10 a.m., noon and 2 p.m. each show day, Progressive Dairyman will present dairy seminars and virtual tours at the seminar center south of the Farm Credit Dairy Center. Don't miss the exciting speaker line-up.

Plus

Selling curds and whey

Find out why the differences between how milk is being sold and how it's being used may be hurting your bottom line. PG. 23

Make forage last until next harvest

Review strategies to assess your forage's physical effective fiber and manage your reserve based on this key factor. PG. 56

What do bankers really want?

Financing now requires more documentation. Learn what statements your CPA can provide and what will appease your loan officer. PG. 76

Pack your feed tighter

New implement packs down silage for increased storage capacity and less wasted feed. PG. 86

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Plus

When I get around to it ...

Find out why positive feedback should only be used to reward successful performance and not good intentions. PG. 28

New ration evaluation tool

Learn more about the early adoption in North America of a new gas-fermentation testing method popular among academic researchers in Europe. PG. 64

Prepared for heat stress?

Now is the time to prepare to mitigate summertime's potentially stressful conditions. PG. 62

It doesn't happen overnight

Read behind-the-scenes commentary of a robotic milking start-up in Virginia, with information from independent consultant Paul Sierdel. PG. 83

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Plus

Rogue 'freak' way

While the economic factors of 2009 had a found impact on the dairy industry, there is no guarantee with a once-in-a-lifetime experience. PG. 21

Not too long, not too short

Understand how forage particle size impacts rumen health and dry matter intake. PG. 41

Saving face

Poor management of a silage pile face will add dollars lost. PG. 36

Avoid a calfhood housing slip

Three calf raisers discuss how housing decisions the overall health of their calves. PG. 51

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Publisher's statement

Progressive Publishing takes great pride in being a different kind of company, one dedicated to producing the highest quality of agricultural publications. Our commitment to readers and producers is built upon promoting the best of the livestock and forage industries, and providing valuable service to our many partners. For nearly three decades, our team has grown by continuously improving ways we serve clients and establish ties to ag producers.

We extend you our invitation to help us deliver the forward-thinking information and tools our readers want to receive.

If you are interested in working with a business built upon trust, value, quality and honesty, you will enjoy doing business with Progressive Publishing.



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<http://www.progressivedairy.com>

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Progressive Cattleman
The Beef Industry Resource

Published since 2011
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Circulation: 31,000
<http://progressivecattle.com>



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4X Annually
Circulation: 11,667
<http://el-lechero.com>



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Hay | Silage | Pasture

Published since 2000
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<http://progressiveforage.com>

U.S. dairy industry trends

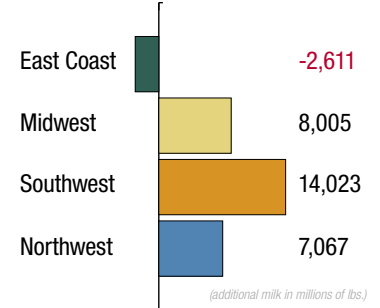
Consolidation continues: Fewer but larger dairy farms

	All U.S. licensed herds	Change in herds	1-99 cows	100-199 cows	200-499 cows	500+ cows
2002	74,110	-2,765	54,655	11,555	4,990	2,910
2003	70,375	-3,735	51,665	10,980	4,765	2,965
2004	66,830	-3,545	48,675	10,445	4,700	3,010
2005	64,540	-2,290	46,750	10,055	4,662	3,073
2006	62,070	-2,470	44,600	9,760	4,567	3,143
2007	59,130	-2,940	42,440	9,011	4,359	3,320
2008	57,127	-2,003	41,127	8,700	3,950	3,350
2009	54,942	-2,185	39,142	8,600	3,850	3,350
2010	53,132	-1,810	37,232	8,600	3,950	3,350
2011	51,481	-1,651	34,781	9,300	4,000	3,400

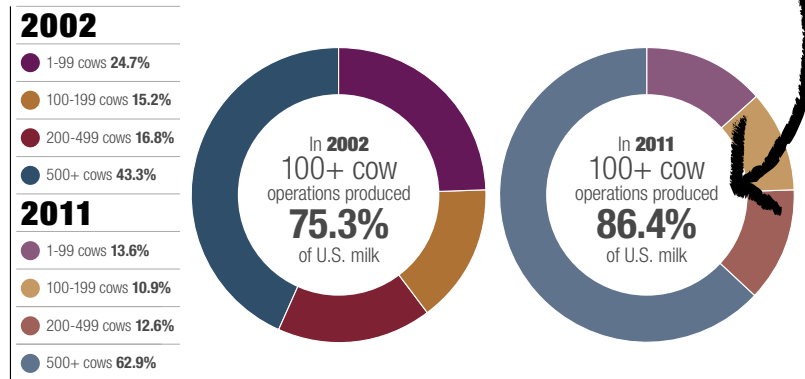
Milk production continues to shift to the West.

From 2002 to 2011, all regions of the country grew in milk production except the East Coast, whose production declined

5.7%



16,700 dairies now produce 86.4% of the milk.



Milk per cow

Average annual milk production per cow (lbs. of milk)

Top 5

New Mexico	24,854
Washington	23,727
Arizona	23,468
California	23,438
Colorado	23,430

Bottom 3

Alabama	13,182
Louisiana	12,889
Arkansas	11,833
U.S. average	19,025

Average herd size

(number of cows per herd)

Top 5

New Mexico	2,350
Arizona	1,709
Nevada	1,450
California	1,056
Idaho	1,005

Bottom 3

Pennsylvania	75
Rhode Island	73
Missouri	62
U.S. average	358

10-year growth

Additional milk production from 2002 to 2011 (millions of lbs. of milk)

Top 15

California	6,397
Idaho	5,101
Texas	4,282
Wisconsin	4,043
Michigan	2,358
New Mexico	1,861
Arizona	982
Indiana	881
Colorado	840
Ohio	667
New York	608
South Dakota	581
Kansas	560
Washington	549
Iowa	543

Bottom 5

Louisiana	-347
Oklahoma	-380
Tennessee	-505
Kentucky	-527
Missouri	-558

1-year growth

Additional milk production from 2010 to 2011 (millions of lbs. of milk)

Top 10

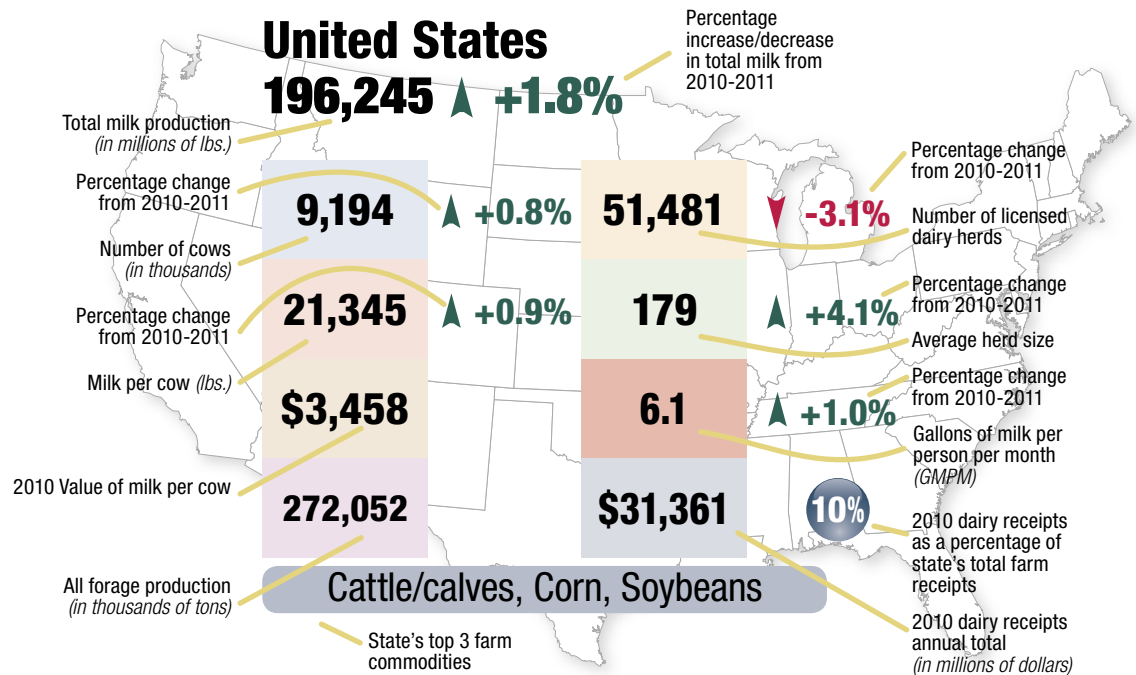
California	1,077
Texas	754
Idaho	477
New Mexico	296
Washington	268
Arizona	263
Colorado	183
Michigan	145
Florida	142
Indiana	123

Bottom 10

Massachusetts	-22
Maryland	-31
Oklahoma	-32
North Dakota	-40
Tennessee	-40
Missouri	-57
Kentucky	-65
Ohio	-128
Pennsylvania	-133
Minnesota	-212

Average herd size and production per cow continue to increase.

All information is from 2011, unless otherwise noted.



World

In 2011, U.S. dairy export growth returned to an expansion trajectory last seen in 2008. For the fourth time in the last five years, the U.S. had a positive dairy trade surplus in 2011 based on value of products sold at \$1.9 billion, the county's largest-ever sales figure.

a decade of annual year-over-year increases in per-cow production in 2011, with the average U.S. cow producing 21,345 pounds of milk. The number of milking cows grew by 75,000 in 2011, the first year-over-year the U.S. dairy herd has expanded since 2008. However, those cows were milked increasingly on larger farms, as the rate of consolidation continued on its normal path with 3.1 percent of the

country's dairy producers exiting the industry last year.

Regions

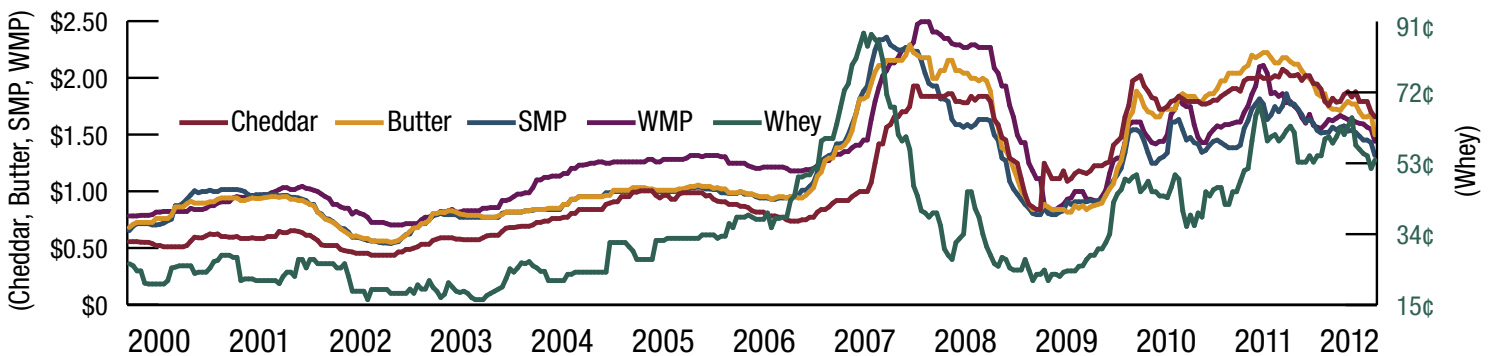
Nearly all of the country's new milk in 2011 was produced in the West. The Southwest led the nation in new milk production last year, generating 2.3 billion pounds of new milk. The Northwest region also saw significant growth, although only about half as

much as the Southwest, with a 4 percent increase in milk production over 2011. Per-cow production in the Southwest increased 1.9 percent, more than double the national average of .9 percent. Overall, the Western dairy herd grew by 88,000 cows; the Eastern herd scaled back by 14,000 cows. Eastern dairies going out of business accounted for 95 percent of all dairies exiting the industry in 2011.

Nation

U.S. dairy producers continued

Changes in dairy exports are dramatically impacting milk prices.

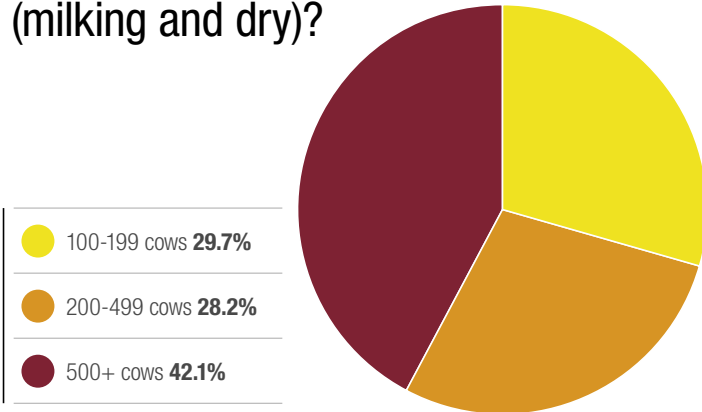


Source: USDA's Dairy Market News. Cheddar, butter, SMP and WMP are Oceania; whey is Europe.

Reader demographics

The following results are from a 2011 *Progressive Dairyman* reader survey. (242 dairy producer responses)

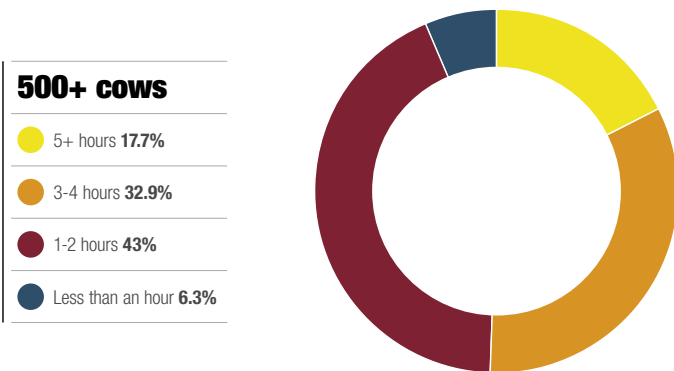
What is your herd size (milking and dry)?



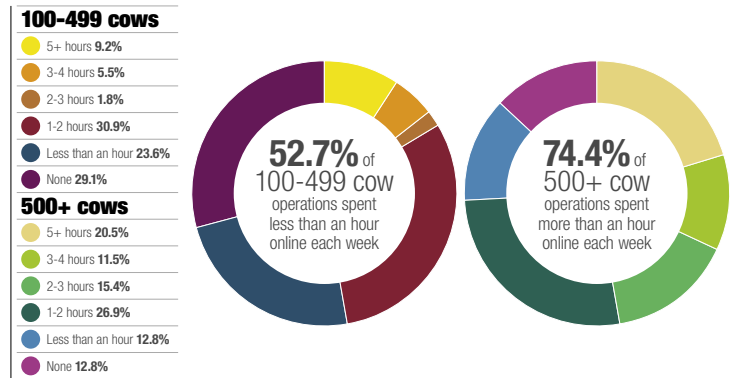
Do you have plans to expand your operation/herd size in the next 5 years?

Herd size	2009 – Yes	2011 – Yes
100-199 cows	53.8%	33.9%
200-499 cows	54.5%	45.5%
500+ cows	61.0%	55.0%

How much time do you spend reading all dairy-related magazines/newspapers each week?



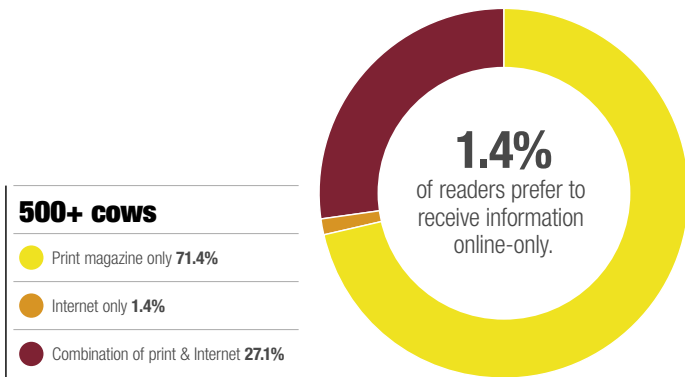
How much time do you spend on the Internet each week for dairy-related activities?



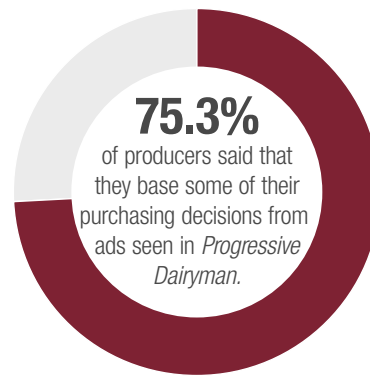
How much influence do the following individuals have on product-purchasing decisions?

	No influence	Little influence	Some influence	A lot	The final decision-maker
500+ cows					
Dairy owner(s)	1.4%	2.8%	4.2%	18.3%	73.2%
Managers (i.e., herdsman, feed managers)	6.3%	9.5%	36.5%	42.9%	4.8%
Employees (i.e., milkers)	12.3%	33.8%	52.3%	1.5%	0.0%
Family partners	10.6%	9.1%	19.7%	42.4%	18.2%
Non-family partners	73.2%	14.3%	7.1%	3.6%	1.8%

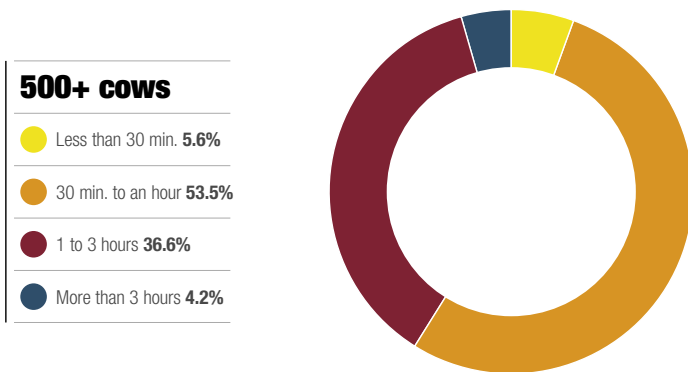
How would you prefer to receive dairy-related information from us?



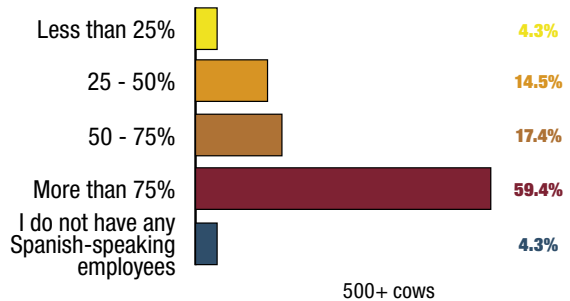
Do you base some of your purchasing decisions on ads seen in *Progressive Dairyman*?



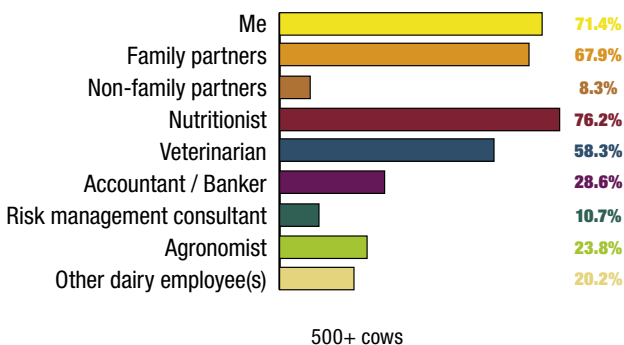
How much time do you spend reading each issue of *Progressive Dairyman*?



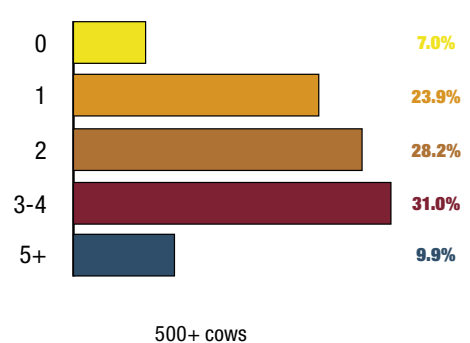
What percent of your labor force speaks Spanish?



Who are the key influencers for your dairy?



How many people (besides you) on your dairy read your copy of *Progressive Dairyman*?



I have a new product or service. How can I let your readers know about it?

We welcome news about **new products or services** that will better serve dairy producers. To submit new product information, please send new product releases as electronic text files via e-mail to an editor.

Releases will be considered for publication online, in print or both.

Limit submissions to 150 words. A photo of the product may accompany the submission. Include a phone number, e-mail address or website for readers to contact if they want more information.

We would like to let other dairy producers know about our organization. Will you feature us in the magazine?

Yes. Each issue contains a **member profile*** of a dairy producer that belongs to an industry association or organization. Contact an editor to be considered for this feature. You will need to suggest a member of your organization who would be willing to answer several questions about their membership experience and you will need to provide details about your organization, such as number of members, number of states with members, organization activities/programs, mission statement/goals, etc.

My company is putting on a seminar next month. Can I get it listed on your calendar of upcoming events?

We want to know about your events, as do our readers. To submit an event for inclusion in our **calendar of events**, please e-mail the event's date, show title, location, contact information and website to rebecca@progressivepublish.com. Please submit your event at least six weeks prior to the event date to ensure it will be received prior to our press deadline.

MARKET WATCH CATTLE

Through April 2011, dairy cow prices have risen 11.6% from \$1.69/lb. to \$1.88/lb. Compared to a month earlier, March 2011, the average price received for dairy cows in April was \$79.62/cow, \$4.62/cow higher.

Compared to April 2010 when cows averaged \$27.50/cow, it was a whopping \$2.30/cow higher, a 8.5% increase. For the first four months of 2011, cow prices have gained \$18.60 from the low price of \$4.50/cow in February '10.

MARKET WATCH	Top Steer	Top Average	Medium Steer	Choice
Top Steer	\$1.90	\$1.88	\$1.80	\$1.80
Top Average	\$1.87	\$1.85	\$1.75	\$1.75
Medium Steer	\$1.80	\$1.78	\$1.70	\$1.70
Choice	\$1.80	\$1.78	\$1.70	\$1.70
Top Heifer	\$1.80	\$1.78	\$1.70	\$1.70
Top Average	\$1.77	\$1.75	\$1.65	\$1.65
Medium Heifer	\$1.70	\$1.68	\$1.60	\$1.60
Choice	\$1.70	\$1.68	\$1.60	\$1.60
Top Calf	\$1.80	\$1.78	\$1.70	\$1.70
Top Average	\$1.77	\$1.75	\$1.65	\$1.65
Medium Calf	\$1.70	\$1.68	\$1.60	\$1.60
Choice	\$1.70	\$1.68	\$1.60	\$1.60
Top Yearling	\$1.80	\$1.78	\$1.70	\$1.70
Top Average	\$1.77	\$1.75	\$1.65	\$1.65
Medium Yearling	\$1.70	\$1.68	\$1.60	\$1.60
Choice	\$1.70	\$1.68	\$1.60	\$1.60
Top Cow	\$1.80	\$1.78	\$1.70	\$1.70
Top Average	\$1.77	\$1.75	\$1.65	\$1.65
Medium Cow	\$1.70	\$1.68	\$1.60	\$1.60
Choice	\$1.70	\$1.68	\$1.60	\$1.60

PD NEW PRODUCTS



New delivery box handles distiller grains
M&M introduces a new line of delivery boxes designed to handle high concentrations of distiller grains. The new design addresses the stock industry's ongoing problems feeding dense, sticky distiller grains to their feeder cattle. While cost effective and high in moisture, the grains cause problems by plugging equipment, both low times and intense fouling. The new delivery box features high torque hydraulic motors that provide the power to move heavy distiller grains. The high-torque hydraulic system includes sensors and feedback loops - ensuring an even, consistent feed rate in spite of changes in engine RPM. Additionally, this sensing system also detects pressure on the hoppers and regulates the flow chain to reduce the load. Plugged conveyors were a big problem at a high-capacity feedlot in Nebraska. Clogged units had to be removed from service and dug out by hand. "To address these problems, we replaced motors with an upgraded heavy-duty hydraulic system," explains Jack Lammert, President of M&M. "We also designed in components that automatically maintain a consistent discharge rate - this solves the problem of distiller grains plugging the discharge chute when the engine is revved. Additionally, we included a sensing system which prevents chugging of the conveyor system."

—From M&M news release

PD EVENTS

July 4, 2007
American Dairy Science Association Conference
San Antonio, Texas
(214) 356-3362

July 16, 2007
National Cattlemen's Convention
Denver, Colorado
(303) 494-0905

July 21, 2007
Great Lakes Meats Handling Expo
St. Louis, Michigan
(314) 234-2440
www.meatsman.com

August 2, 2007
Empire Farm Days
Seneca Falls, New York
(585) 526-6554

August 13-16, 2007
Pennsylvania AG Progress
Bach Springs, Pennsylvania
agp.com

September 18-20, 2007
Ohio Farm Science Review
Columbus, Ohio
www.ohiofarmscience.com

September 19-21, 2007
National Hay Association 112th Annual Convention
Columbus, Ohio
Event Place
(604) 767-0614

September 20-22, 2007
AAP-Animal and Association of Bovine Practitioners
Yanoville, British Columbia
www.aabp.org

October 2-4, 2007
World Dairy Expo
Alliant Energy Center
Madison, Wisconsin
www.worlddairyexpo.com

October 24-26, 2007
United Dairymen of Idaho Annual Meeting
Boise, Idaho
Center on the Grove
(208) 327-7050

November 14, 2007
Central Washington Dairy Management Conference
Snohomish, Washington
(509) 303-9454

November 14-16, 2007
Willamette Valley Ag Expo
Albany, Oregon

December 11-13, 2007
Western Alfalfa & Forage Conference
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Can't say enough about dairy

I'm excited for June Dairy Month again this year. This month I hope to be riding in a truck thumping out cups to the children of local dairy producers and their employees in a parade right in Woodville, Idaho. The dairy producers, including ice cream, yogurt and milk, stand out after the parade, courtesy of dairy producers are also a treat.

If this were a dairy product, it would be a dairy cheese product. That's a special collection of our own in this issue. On page 41, you'll find the beginning of a special section discussing U.S. dairy trends as seen through the eyes of dairy producers and breeders who own and milk the cattle.

The issue also includes a special section about organic milk production. I'd encourage both conventional and organic milk producers to take a look at the article, further contributing to this nation's food security. In addition, there have been a lot of advances in dairy production, and I think producers from both sides of the fence can find something of value in the topics presented, which include economic benefits of good pasture management, heating and ventilating causes of mastitis and more.

Also, this past month I talked to Jan Hall of a progressive dairy producer and breeder, who reported his herd's herd (after) with a high production and top yield stand from one of his strongest cow families. In the article, Jan suggests whether breeders and producers could gain his breeding philosophy. I think it's a good look. Perhaps with due research and a bit of luck, your own

Wait Cooley
PD Editor
E-mail him at walt@progressivedairy.com
www.progressivedairy.com

month to meet the producers of dairy I figure this editorial is like the label on more dairy products. There's a

PD LETTERS

Getting at the root cause

The story that you put together on what is happening in the dairy industry today ("Tossed out: Is your co-op next?" April 2007 issue, pg. 28) is a classic case of greed and misinformation by dairy processors and retailers. They are trying to drive profits for themselves by leading consumers astray, but in the process they are damaging all dairy producers and the image of milk with consumers.

It's a dark day when a product [Dairy] that has been out for nearly 15 years and has pumped millions of dollars into the pockets of dairy producers is being chased off the market by fear. Who is going to compensate the producers for this? I appreciate you trying to get to the root cause of this issue and shining a much needed light on an embarrassing time in the dairy industry.

Kevin Lusk
Mastitis Employee
Denver, Colorado

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Market Watch
A multi-page section of price-comparison data for a variety of feed commodities, cattle auction reports and other input costs that appears in each issue

New product release
A piece of writing that describes a new product and its features in less than 150 words

Calendar of events
Announcements about upcoming trade shows, seminars or other industry gatherings that include the event's date, show title, location, contact information and website

Letter to the editor
A piece of writing less than 200 words that expresses the opinion of the author about an industry topic or content discussed in Progressive Publishing's magazines

We have experts who would like to write articles for your magazine. Would you be interested in their contributions?

Yes. We value the professional opinions of industry contributors. If your company's expertise is in feedstuffs or commodity marketing, editors may ask for your experts to consider a contribution to our **Market Watch** section which appears in every issue. If your company's expertise is in equipment, our editors may invite your experts to contribute to our **Mechanics Corner**.* See page 10 for suggestions on how to prepare to speak with an editor about all other editorial contributions.

We have a new product that is unlike any other. Will you write an article about it in the magazine?

Possibly. Please contact one of our editors to discuss your new product. You'll definitely want to submit a **new product release**. Occasionally, editors write articles about **new technologies*** that are truly unique, not just redesigned or repackaged, and that have been on-farm tested by dairy producers. If your new technology fits this criteria, contact an editor. He or she will request references to producers who have used the product and would be willing to discuss their experiences with it.

I know of a dairy producer in my sales territory that is having great success using our product. Can you write an article about him?

Possibly. Please contact an editor and suggest how the product is making the producer more efficient, productive and/or profitable. After receiving your referral, an editor will contact the producer and determine if and how the operation could be featured in the magazine.

We have Facebook and Twitter accounts. Will you let producers know about them?

Yes, social media use is growing in the dairy industry. If your company has a **Facebook** or **Twitter** page, submit a hyperlink to your page or send us your Twitter handle. We regularly feature producers and organizations using social media in the magazine. You can follow us on Facebook at www.facebook.com/progressivedairyman or on Twitter at @PDmag.

The editor will decide if references to specific products will appear in the article. Product references appear infrequently in the magazine. However, there are three notable departments unique to *Progressive Dairyman* for which there is an exception.

Our **ration feature*** details a high-production dairy's ration components, nutritional analysis, cost and total milk production output. It also lists the brand additives and supplements.

Our **protocol feature*** showcases the successful animal health SOPs used by a dairy producer and his or her vet. It lists the names of products used in the protocol.

Our **five things feature*** showcases the products and services that dairy producers attest they use on their operation and wouldn't give up. Products specifically mentioned by producers are listed as-is. Please note that if the product is nutrition- or herd health-related, it may qualify for an article in our **ration** or **protocol** feature. If the product is new, it may qualify for a **new technology** article. See previous question.

New hires - July

Mike Cain
Senior Business Manager
All Arms & Hammer Animal Nutrition
Education
I obtained my Bachelor and Master of Science degrees in Agriculture from Mississippi State University and a Ph.D. in Food Animal Production from The Pennsylvania State University.

Background/Experience
My interest in agriculture began with the family standard breed business, "Mushroom Farm," which was involved with the care, feeding and raising of standard breed race horses. Experience with ruminant animals was obtained throughout my college education. I especially enjoyed my research assistant position responsibilities while working on my Ph.D. at Penn State University, which included responsibility for research projects at the PNC (Pilot Beef and Feeds) Unit.

My experience at the PNC Beef & Feeds Unit was great preparation for my position as a state livestock extension specialist for the University of Florida. My responsibilities included management of the commercial cow-calf operation at Ocala, Florida, State having the University of Florida. I have been involved with several agricultural companies with a focus on the cow, health and nutrition of livestock.

How will you be of most help to producers in your area of expertise?

My work will help producers better understand the All Arms & Hammer Animal Nutrition product portfolio and how they can help cows better perform in their pastures throughout their lifecycle.

What's your best story from the first day on the job?

My first morning on the job went very smoothly. Much like the rest of the company, I fit in a well-timed machine program that provided a detailed company overview and standard new hire information.

What are your new responsibilities?

As Senior Business Manager for All Arms & Hammer Animal Nutrition, I am responsible for coordinating and overseeing all of the company's marketing activities, ensuring marketing profits of all products and brands in the business, and ensuring marketing employees. I will also oversee the creation of business management and development strategies. **PP**

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dairygodd

Progressive Dairyman likes...

Young, Savvy & into Dairy
Bio: A group of young people joined together by a common interest in the dairy industry. We learn together, teach each other and have a great time doing it.

Worth a
Finally rela
the dairy! D
love living v
better milk
6:44 PM Apr

Dairy Farm Media! "No
Help Conu
<http://wp.m>
5:01 AM Apr
Milk drinke
Even with a

• **Facebook & Twitter** – Sidebars featuring producers, organizations or companies using social media

* **Additional information about these editorial features can be found on page 13.**

• **New hires** – A featurette about an allied industry new hire or employee promotion



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Editorial submissions

Progressive Publishing welcomes editorial contributions from our allied industry partners. Why? These contributions complement the mission statements of our magazines.

By becoming partners with respected industry companies and organizations, we multiply the experience of our editors, increasing the depth and scope of expertise that our readers find in *Progressive Dairyman*. Objective, non-commercial editorial contributions help create a more comprehensive resource for producers – our readers and primary focus.

If interested in contributing to the magazine with editorial content, please consider the following:

- Editors review and approve all solicitations to contribute to one of Progressive Publishing's magazines. If interested in writing and submitting an article, please contact an editor.
- Editors' decisions to offer invitations to contribute are made independent from ad sales and ad placement decisions. Submission opportunities are not held exclusively for advertisers only. All companies, consultants or individuals may be considered for this opportunity.

"We have been getting your magazine for about a year, and both my husband and I really love it. We both read it cover to cover. It is very informative and the articles are written in a very easy-to-understand style."

Betsy Fleury, Richford, Vermont

What makes for an acceptable, well-prepared submission?

Editors suggest the following considerations for choosing topics, writing and proposing editorial submissions. Expert articles should do one or more of the following:

- Describe a recurring concern or a new opportunity facing forward-thinking dairy, beef and forage producers.
- Educate producers about why or how the problem begins and what it does to impact health, productivity, efficiency and/or producer profitability.
- Present helpful hints for producers who want to avoid the problem.
- Provide an update about new research or new technology and how it could impact producer management and decision-making.
- Show how current market conditions, consumer perceptions and government regulations influence or may influence producer on-farm management practices.
- Share survey results, in-field observations or research data that pertains to on-farm management practices.



Reprint options

Often authors, advertisers or industry contributors will want to reprint information that originally appeared in one of Progressive Publishing's magazines. These reprints are provided according to the following availability and pricing.

Options

Digital tearsheet

A single- or multiple-page PDF of magazine pages. Reprint will show editorial content and advertising content as it originally appeared in the magazine. Unlimited use.

Extra magazine copies

Extra copies of entire issues available according to stock on hand.

Digital reprint

A single- or multiple-page PDF of an article. Permission to print and distribute up to 150 copies. Reprint will show editorial content only. No original ads will appear with the content.

Printed reprint

A single-page sheet of an article. Reprint will show editorial content only. No original ads will appear with the content.

Printed reprint with your own ad

A single-page sheet of an article with your ad on the opposite side. Reprint will show editorial content only on the article side.

Posters

A single 14.5" x 20" glossy poster of an article or ad. Reprint will show editorial content only.

Price

Free

\$3 per copy (plus shipping) if ordered before printing

\$5 per copy (plus shipping) if ordered after printing

\$150 per article

\$450 for 1,000 copies (plus shipping)

For other quantities, call for a quote.

\$550 for 1,000 copies (plus shipping)

For other quantities, call for a quote.

\$125 per poster (plus shipping)

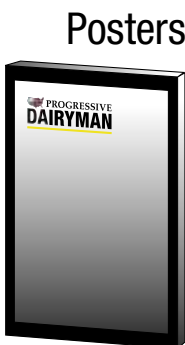
Digital tearsheet



Extra magazine copies



Digital & printed reprint



To request permission to reprint or link to Progressive Publishing editorial content in a way not described above, please contact an editor.



PROGRESSIVE DAIRYMAN

Progressive Dairyman is rated by producers and dairy-related professionals as one of the leading industry-specific publications.

The mission of *Progressive Dairyman* is to:

- Provide forward-thinking dairy producers with practical, unbiased dairy operation and cattle feeding articles, management/business tips, timely news, technology updates and thought-provoking opinions.
- Create an open forum for industry discussion and an easy-to-read magazine of expert information about the dairy industry.
- Assist dairy producers in improving their profitability and efficiency while enjoying the life experiences associated with producing Nature's perfect food – dairy products.

“This is truly a magazine for the progressive dairyman. The articles are very relevant to the current situations. I know my customers read *Progressive Dairyman*. I read **PD!”**

Eric Danzeisen, Sierra Desert Breeders, Inc., California

In every issue

- **News & events** – Current events, commentary and news affecting dairy producers and the industry are included in each issue. Each issue also contains a list of upcoming trade shows and seminars.
- **Market reports** – This section includes dairy and hay market reports, heifer and replacement prices from auctions throughout the U.S., feed and milk prices, market predictions, wage reports, current A.I. sire summaries and more.
- **Management tips** – Readers say this section is the most-read section because they want to learn how to teach and manage employees who now do some or all of the tasks they once did themselves.
- **Themed content** – Throughout the year, editors focus attention on topics that interest readers. See the editorial calendar on page 14 for 2013 topics.

Producer profiles



Editors and contributing writers seek out, interview and write about hardworking, successful dairy producers and the issues that impact their livelihoods.

Special issues

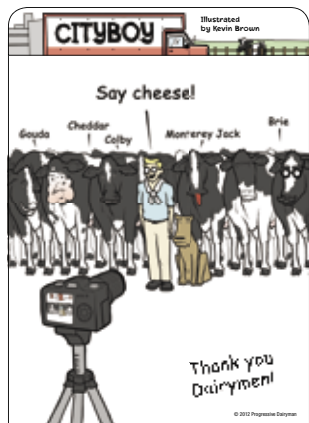
- Dairy Stats/State of the industry
- Christmas issue/Best of 2013

- **Humor/ Human interest** – Contributing columnists Yevet Tenney, Baxter Black, Mike Gangwer, Ryan Dennis and artists Leigh Rubin and Bob Lang portray the culture, personal convictions and the lighter side of dairying.

Respected industry and university contributors



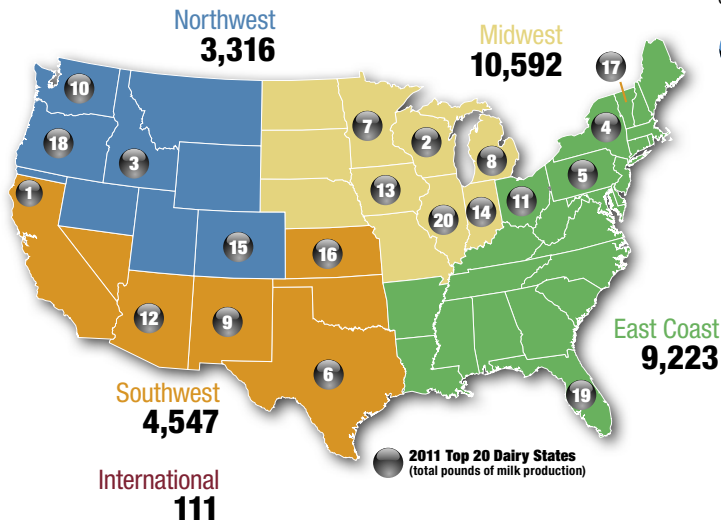
Krupa Estrada Milligan Quigley Squires Hibma North French Oelberg St. Pierre Robinson



Total circulation 27,789 – June 13, 2012

In the Midwest and East Coast editions, we target 100+ cow operations. In the Northwest and Southwest editions, we target all dairies. Collectively, these dairies produce more than 85% of the U.S. milk supply.

Progressive Dairyman is also mailed to allied industry members. These dairy veterinarians, nutritionists, consultants, educators and suppliers influence dairy producers in the practices they adopt and the products they use. *Progressive Dairyman* is mailed to all dairy-focused members of American Association of Bovine Practitioners (AABP) and Dairy Calf & Heifer Association (DCHA).



Circulation is audited by



Why do we focus on 100+ cow dairies?



100+ cow operations produce **86.4%** of the total U.S. milk supply

Departments (See pages 8-10 for opportunities to participate in these sections.)

I belong to...
MECHANIC'S CORNER
JAMESWAY MANURE APPLICATION

Protocol feature
Transition cow vaccination protocol at W Diamond & Double T Dairies in Fortville, Wis. Mexico

PD POLL
Should the sale of unpasteurized (raw) milk be legalized in all 50 states?
Nutrition feature
High-ow ration of Thole Ag Inc. in Aviston, Ill.
'Their worst feed is better than average TMR'

In your own words...
What most concerns you about the dairy industry in the next five years?
3 open minutes
5 THINGS I CAN'T DO WITHOUT

I belong to – A personality feature of a dairy producer and the association, co-op or other organization to which he or she belongs.
Mechanic's Corner – An every-issue column discussing ag equipment maintenance, care and new technology.

Protocol feature – A visual look at the successful animal health SOPs used by a dairy producer and his or her vet.

PD poll – A point-counterpoint opinion discussion of a leading industry issue, including dairy producers' thoughts on the matter.

New technology – An article featuring a new product or service, its creators and how early adopters are using it.

Nutrition feature – An article and accompanying graphics display a high-production dairy's ration components, nutritional analysis, cost and total milk production output.

Online recaps – Short summaries of popular articles originally published at progressivedairy.com

In your own words – Short quotes from dairy producers about production techniques and industry issues.

3 Open Minutes – A question-and-answer feature with leading experts and producers about forward-thinking dairy topics.

5 Things I Can't Do Without – This department highlights products and services that dairy producers attest they use on their operation and wouldn't give up.

	In mailbox	Ad order deadline	Editorial calendar	Editorial deadline	Special inserts	Extra distribution
Issue 1	1/1/13	12/5/12	Dairy & employee management Focus topic: A.I. & breeding Official World Ag Expo dairy pre-show issue	11/14/12		Keystone Farm Show
Issue 2	1/21/13	12/21/12	Raising healthy, productive replacements Focus topic: Cow comfort, cooling & facilities Manure handling	12/5/12	PDPW Annual Business Conference Program World Ag Expo Show Map	Pennsylvania Dairy Summit NCBA Show Ag Connect
Issue 3	2/11/13	1/16/13	Managing finances, margin and risk Focus topic: Feed, forages, grazing & nutrition Official World Ag Expo dairy show issue	12/21/12		World Ag Expo New Mexico Ag Expo New York Farm Show
Issue 4	3/1/13	2/4/13	Fresh cow health & animal welfare Focus topic: Hoof care	1/16/13		Western United Dairymen Western Dairy Management Conference PDPW Annual Business Conference
Issue 5	3/21/13	2/22/13	State of the dairy industry Focus topic: Herd health & working with your vet Manure handling	2/4/13	U.S. Dairy Stats Poster	Dairy Calf and Heifer Conference Wisconsin Public Service Farm Show Central Plains Dairy Expo
Issue 6	4/11/13	3/15/13	Cow comfort, cooling & facilities Focus topic: Feed, forages, grazing & nutrition	2/22/13		
Issue 7	5/1/13	4/5/13	Reproduction, breeding & A.I. Focus topic: Calf & heifer raising	3/15/13		
Issue 8	5/21/13	4/25/13	Peak production & milk quality Focus topic: Hoof care Manure handling	4/5/13		
Issue 9	6/11/13	5/14/13	Dairy Month Focus topic: Herd health & working with your vet	4/25/13		Dairy Producers of New Mexico
Issue 10	7/1/13	6/5/13	Rations & nutrient formulations Focus topic: Cow comfort & cooling	5/14/13		3i Show
Issue 11	7/21/13	6/25/13	Quality silage & feedout Focus topic: Hoof care & implements/equipment Manure handling	6/5/13		Wisconsin Farm Technology Days Empire Farm Days
Issue 12	8/11/13	7/16/13	Milk quality, parlors & dairy equipment Focus topic: Herd health & working with your vet	6/25/13		Ag Progress Days
Issue 13	9/1/13	8/6/13	Calf management Focus topic: A.I. & breeding World Dairy Expo preview	7/16/13		AABP Annual Business Conference
Issue 14	9/21/13	8/26/13	Progressive technology & equipment Focus topic: Feed, forages, grazing & nutrition Manure handling World Dairy Expo show issue	8/6/13		World Dairy Expo
Issue 15	10/11/13	9/13/13	Dry & transition cows Focus topic: Cow comfort & hoof care	8/26/13		Sunbelt Ag Expo
Issue 16	11/1/13	10/7/13	New facilities, equipment & business planning Focus topic: A.I. & breeding	9/13/13		United Dairymen of Idaho
Issue 17	11/21/13	10/25/13	Women in dairying Focus topic: Calf & heifer raising Manure handling	10/7/13		Amarillo Farm and Ranch Show Midwest Dairy Expo
Issue 18	12/11/13	11/13/13	Christmas issue & Best of 2013	10/25/13		

1X per year net rate

DISPLAY AD RATES

Size	All regions		Any three regions		Any two of the four regions		Western U.S.		East Coast or Midwest		Northwest or Southwest	
	Black & white	Color	Black & white	Color	Black & white	Color	Black & white	Color	Black & white	Color	Black & white	Color
Full	\$3,709	\$4,452	\$3,139	\$3,767	\$2,568	\$3,083	\$1,998	\$2,398	\$1,655	\$1,987	\$1,143	\$1,371
3/4	\$2,967	\$3,561	\$2,512	\$3,014	\$2,056	\$2,466	\$1,599	\$1,918	\$1,325	\$1,589	\$913	\$1,097
Jr.	\$2,411	\$2,893	\$2,041	\$2,450	\$1,670	\$2,004	\$1,300	\$1,560	\$1,076	\$1,292	\$743	\$891
1/2	\$2,115	\$2,538	\$1,790	\$2,147	\$1,464	\$1,757	\$1,139	\$1,366	\$944	\$1,133	\$651	\$782
1/3	\$1,521	\$1,826	\$1,287	\$1,545	\$1,055	\$1,265	\$820	\$1,007	\$679	\$815	\$469	\$562
1/4	\$1,261	\$1,514	\$1,068	\$1,282	\$874	\$1,048	\$680	\$816	\$563	\$676	\$388	\$467
1/6	\$928	\$1,114	\$785	\$942	\$643	\$771	\$500	\$599	\$415	\$498	\$286	\$344
1/8	\$780	\$936	\$661	\$792	\$540	\$648	\$420	\$505	\$349	\$418	\$241	\$289
1/12	\$594	\$714	\$504	\$604	\$412	\$493	\$321	\$384	\$266	\$319	\$184	\$221
1/16	\$446	\$536	\$378	\$453	\$309	\$371	\$241	\$289	\$199	\$240	\$138	\$166

FREQUENCY DISCOUNTS

You can regularly change ad size and/or content and still qualify for discounts. Round rates to nearest dollar. You can combine frequencies from all of our publications.

3x = 7% **12x = 20%**
6x = 10% **18x = 25%**
9x = 15% **24x = 28%**

1X per year net rate

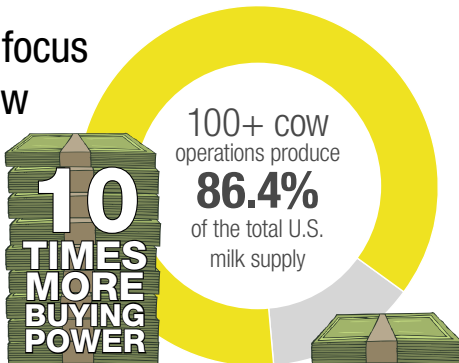
MARKETPLACE RATES

Size	National	
	Black & white	Color
1/4	\$1,072	\$1,287
1/6	\$789	\$947
1/8	\$663	\$795
1/12	\$505	\$607
1/16	\$379	\$455
Per column inch	\$115	\$135
Line ads (\$30 minimum)	\$2 per word	NA

“Absolutely!! ... You have the greatest ‘dairy’ publication going.”

Ed Gilman, HJ Baker Feed Products, Nixa, Missouri

Why do we focus on 100+ cow dairies?



PREMIUM POSITIONS

	One region	Two regions	Three regions	All regions	Any other guaranteed position
Inside front					
Full	\$340	\$612	\$850	\$1,105	10% premium on ad cost
1/2 (4 column)	\$221	\$398	\$553	\$718	
Inside back					
Full	\$300	\$540	\$750	\$975	
1/2 (4 column)	\$195	\$351	\$488	\$634	
Back cover					
Full	\$440	\$792	\$1,100	\$1,430	
1/2 (4 column)	\$286	\$515	\$715	\$930	
Page 1 standard paper					
1/2 (4 column)	\$143	\$257	\$358	\$465	

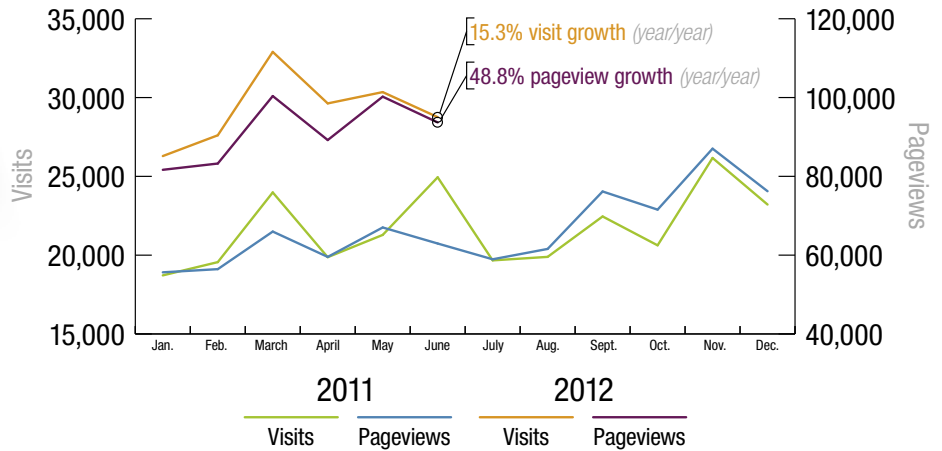
Prices are in addition to the total ad cost. No discounts apply. Our positioning policy is to run your ad in the front half of the magazine half the time and in the back half of the magazine half the time. This keeps all advertisers on a level playing field.

www.progressivedairy.com Website advertising

Get to know progressivedairy.com



Traffic at www.progressivedairy.com has continued to be strong with a near 48 percent growth in pageviews from June 2011 to June 2012. Visits continue to grow as well with a 15.3 percent growth year-over-year.



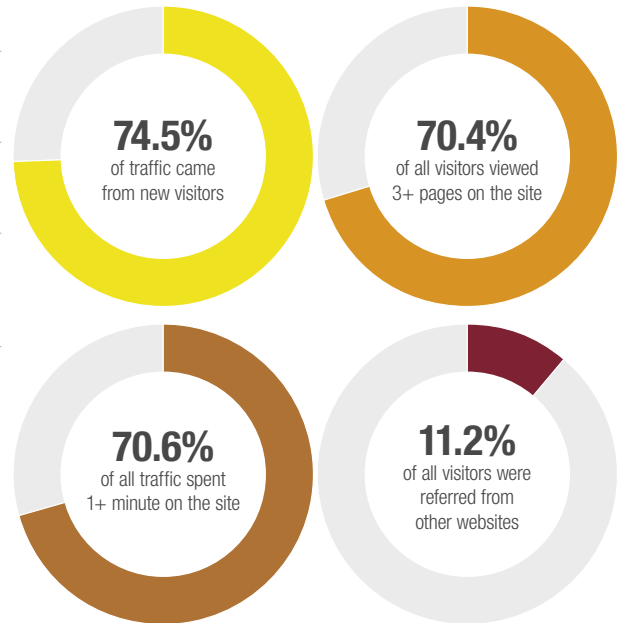
Analytics provided by Google Analytics

Top 5 reasons to advertise digitally...

- 1 Complement a print advertising campaign, reaching print AND digital readership.
- 2 Non-traditional advertising with rotating messages and a more interactive approach.
- 3 Build web traffic to your company's website.
- 4 Be associated with an award-winning dairy website.
- 5 Track campaign success with total impression numbers and click-through statistics.

Total site traffic July 2011 - June 2012

- New visitors **74.5%**
- Pageviews **70.4%** from visitors who viewed 3+ pages
- Pageviews **70.6%** from visitors who spent 1+ minutes
- Referrals **11.2%** visitors from outside websites, including many dairy industry sites



Follow us on the following social networks:



Facebook
www.facebook.com/progressivedairyman



Twitter
@PDmag & @ProudtoDairy



YouTube
pdwebmaster



Ning
www.proudtodairy.com
(See page 17 for more details.)

Purchase by month: \$600 per month*

*Guaranteed minimum 10,000 impressions per month at 6c per impression. See page 23 for size options and dimensions.

3x = 7%

6x = 10%

9x = 15%

12x = 20%

18x = 25%

24x = 28%

Enjoy a frequency discount for all of your web and e-newsletter ad purchases. These discounts cannot be combined with print advertising.

	Cycle start date	Ad order deadline
Jan.	1/1/13	12/18/12
Feb.	2/1/13	1/18/13
Mar.	3/1/13	2/15/13
April	4/1/13	3/18/13
May	5/1/13	4/17/13
June	6/1/13	5/20/13
July	7/1/13	6/17/13
Aug.	8/1/13	7/18/13
Sept.	9/1/13	8/19/13
Oct.	10/1/13	9/17/13
Nov.	11/1/13	10/18/13
Dec.	12/1/13	11/18/13



Proud to Dairy

Launched:

Fall 2008

What it is?

A social networking site centered around connecting with and promoting dairy producers nationwide and abroad.

Who is participating?

More than 674 active users with varying dairy backgrounds and interests.

Get involved

Log on to proudtodairy.com and create an account to become a member and join in the conversation.



W W W . p r o u d t o d a i r y . c o m

Share your pride

Add to the nearly 900 dairy photos, 200 videos and 64 blogs. Tell us: "What makes you 'Proud to Dairy'?"

A growing community

Proud to Dairy experienced steady growth in 2012. In the past year, site visits increased 33.7 percent from 1,261 visits in 2011 to 1,686. The number of members increased from 567 to 674, an 18.9 percent increase.

Make new contacts

Our regular monthly bloggers introduce you to:

- Proud to Dairy members
- Dairy organizations
- The highlights of well-known dairy states
- Ideas for dairy promotions

Advertise

Get your message out to Proud to Dairy members. The site features one 160x600 pixel advertising spot. Contact our sales team for availability.



Purchase by month:
\$200 per month

Skyscraper ad:
160x600



(Sample ad not actual size.)

E-newsletter advertising

PROGRESSIVE DAIRYMAN



An e-newsletter delivered three times per month with additional information for your operation.

Continuing in 2013 is our e-mail newsletter, featuring additional content from the current issue of *Progressive Dairyman* and extra content not available in print.

Through this online medium, *Progressive Dairyman* electronically delivers timely information to the e-mail inbox of subscribers. The e-newsletter also notifies subscribers when a digital version of the print magazine is available online. This e-newsletter has been a major contributor to the growth of traffic to www.progressivedairy.com over the last year.

Our surveys with our dairymen readers have shown that the larger a dairy is, the more likely they are to be using the Internet for dairy-related information. Our Extra e-newsletter (36x/year) and website deliver additional content that our readers won't find in print and offer you the ability to get your message in front of this important audience.



Banner ad: 728x90



Block ad: 300x250



Digital Edition 728x90

Enjoy a frequency discount for all of your web and e-newsletter ad purchases. These discounts may not be combined with print advertising.

- 3x = 7%
- 6x = 10%
- 9x = 15%
- 12x = 20%
- 18x = 25%
- 24x = 28%



Digital Edition Sponsorship
10.5 in. x 14.5 in.

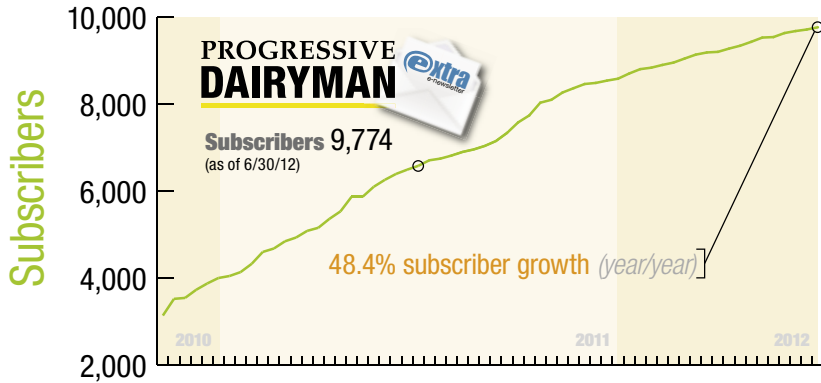
Digital Edition Sponsorship: \$800

Progressive Dairyman's digital edition provides an onscreen version of the printed magazine. Your sponsorship package includes: **1*)** ad next to the cover of the digital magazine, **2)** logo at the top of the Extra e-newsletter, **3)** the bottom banner ad for the duration of that issue of *Progressive Dairyman* and an exclusive banner ad with digital notification.

*The Digital Edition Sponsorship ad should be submitted as a high-res PDF.

Top banner ad: \$700

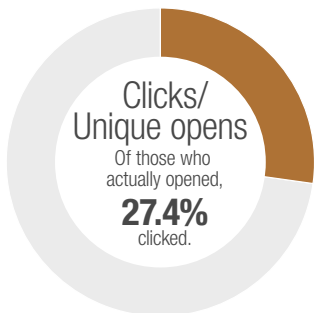
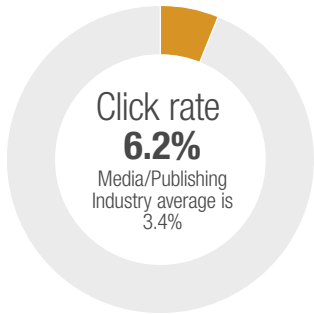
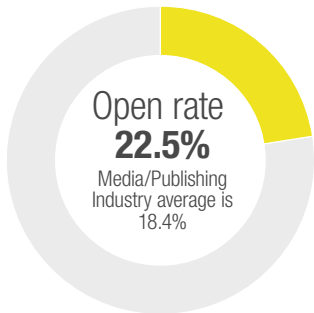
Middle block ad: \$600



Subscriber year-over-year growth is 48.4 percent since June 2011.

“Thanks for sharing the udder dissection video – very informative. And the PETA interview. Also, very interesting to hear from her point-of-view in her words. I really like your newsletter. It is one of the few I actually read!”

*Jenny Dierickx, Filament Marketing, LLC
Madison, Wisconsin*



2012 average	
●	Open rate 22.5%
●	Click rate 6.2%
●	Clicks/Unique opens 27.4%

	Delivery date	Ad order / Editorial deadline	Ad materials deadline
Print Issue 1	12/20/12	12/6/12	12/13/12
	1/1/13	12/18/12	12/24/12
Print Issue 2	1/11/13	12/28/12	1/4/13
	1/21/13	1/7/13	1/14/13
Print Issue 3	1/30/13	1/16/13	1/23/13
	2/11/13	1/28/13	2/4/13
Print Issue 4	2/21/13	2/7/13	2/14/13
	3/1/13	2/15/13	2/22/13
Print Issue 5	3/13/13	2/27/13	3/6/13
	3/21/13	3/7/13	3/14/13
Print Issue 6	4/1/13	3/18/13	3/25/13
	4/11/13	3/28/13	4/4/13
Print Issue 7	4/23/13	4/9/13	4/16/13
	5/1/13	4/17/13	4/24/13
Print Issue 8	5/13/13	4/29/13	5/6/13
	5/21/13	5/7/13	5/14/13
Print Issue 9	5/30/13	5/16/13	5/23/13
	6/11/13	5/28/13	6/4/13
Print Issue 10	6/21/13	6/7/13	6/14/13
	7/1/13	6/17/13	6/24/13
Print Issue 11	7/10/13	6/26/13	7/3/13
	7/22/13	7/8/13	7/15/13
Print Issue 12	8/1/13	7/18/13	7/25/13
	8/12/13	7/29/13	8/5/13
Print Issue 13	8/22/13	8/8/13	8/15/13
	9/2/13	8/19/13	8/26/13
Print Issue 14	9/11/13	8/28/13	9/4/13
	9/20/13	9/6/13	9/13/13
Print Issue 15	10/2/13	9/18/13	9/25/13
	10/11/13	9/27/13	10/4/13
Print Issue 16	10/23/13	10/9/13	10/16/13
	11/1/13	10/18/13	10/25/13
Print Issue 17	11/12/13	10/29/13	11/5/13
	11/21/13	11/7/13	11/14/13
Print Issue 18	12/2/13	11/18/13	11/25/13
	12/11/13	11/27/13	12/4/13

Unique advertising opportunities



Sample of stitched-in insert



Sample of glued-in insert

Inserts

Reach our readers with your customized inserts to be stitched in or glued in our magazines. We can work with pieces printed from your own printer or we can bid the job out at our printers, where you can take advantage of our high-volume discounts.

Costs are \$175 per thousand for a 2-4 page insert (all sides counted), or \$275 per thousand for a 8-12 page piece.

Ask about special insert sizes.

Top 5 reasons to use inserts in *Progressive Dairyman*

1

Your mailer gets credibility as it's delivered with an established product with a loyal readership.

2

Magazine opens up right to your insert, drawing more attention to your message.

3

More cost-effective than sending a brochure in the mail (and you get the added bonus of having an audited mail list provided already).

4

You can tell more of your story in an insert vs. traditional advertising.

5

Great way to get attention with a piece that can pull out and be saved, for a greater shelf-life.

Direct mail/List rental

Rent our names, with a signed, one-time use agreement, and take advantage of our strong database of dairy producer addresses. Our list is audited through BPA and maintained through our excellent circulation team staff members. Lists can be generated with customized information such as herd size, states, etc.

Costs begin at 20 cents per name or \$200 per thousand.



YES! Take me to the next level of dairy management and leadership skills.

Call or email Cindy now to register at 480-831-6358, dairyworks@aol.com

Working on dairies... DairyWorks 20118 N 67th Ave • Suite 300-483 Glendale, AZ 85308

FIRST Class U.S. Postage PAID

Take a **giant step** to improve the management, efficiency, and productivity of your dairy operation.

Act now!
Two strategic don't-miss seminars back-to-back in Las Vegas

- **Mastering Management** • March 27 & 28
Getting work done for productivity = MANAGEMENT
- **Leadership Skills for Large Dairies** • March 29 & 30
Giving key workers the tools to lead/manage = LEADERSHIP

For Dairy Owners, Managers, Consultants, Veterinarians, Dairy Decision Makers
Call or email Cindy to register now at 480-831-6358, dairyworks@aol.com

Become more organized, efficient and productive

- Lead and grow your middle managers for success
- Experience higher levels of employee confidence
- Manage and lead for continuous improvement
- Get more done in less time
- Improve the productivity and profitability of your dairy



DairyWorks
MANAGEMENT SYSTEM

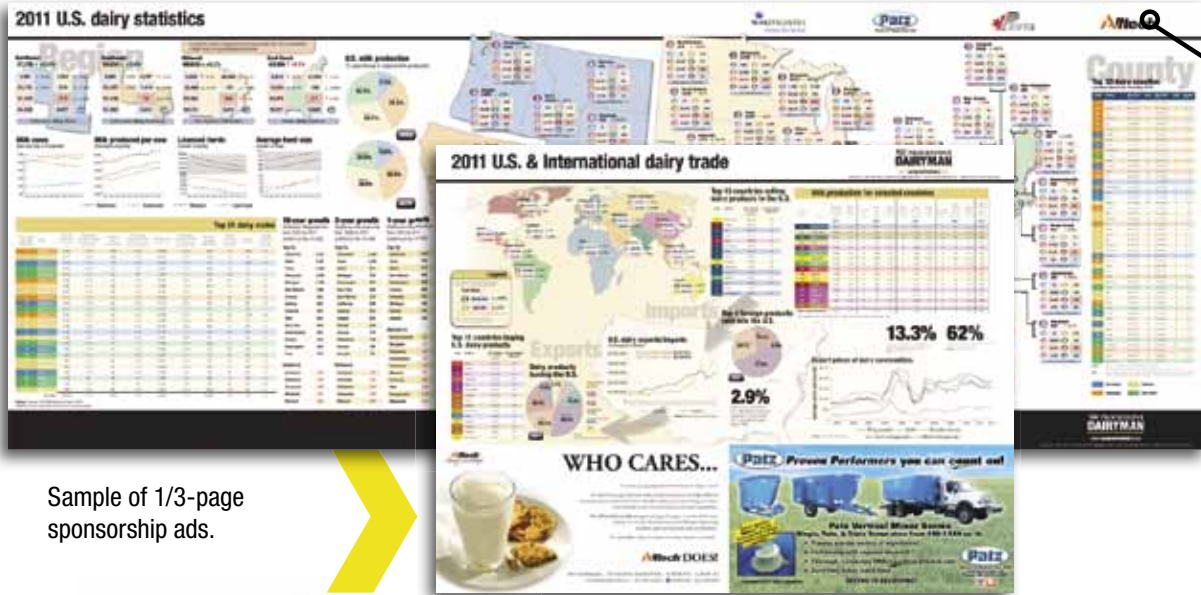
Annual U.S. dairy statistics posters

Sponsorship includes: 1/3-page ad on the outside of the Dairy Statistics, company logo on the inside (above the U.S. map), poster is inserted in all copies of our March 21st issue of *Progressive Dairyman*, thousands more distributed at more than a dozen shows that we attend each year and 150 extra copies sent directly to your company. Available sponsorships are first-come, first-served. Prior year's sponsors offered first right of refusal.

Sponsorship package \$6,250

The sponsorship includes:

- 1/3-page ad on the outside of the Dairy Statistics
- Company logo on the inside (above the U.S. map)
- Poster is inserted in all copies of our March 21st issue of *Progressive Dairyman*
- Thousands more distributed at more than a dozen shows that we attend each year
- 150 extra copies sent directly to your company



Sample of 1/3-page sponsorship ads.

Sample of sponsorship logos. (Included with main sponsorship and/or Regional Dairy Statistics sponsorship.)

“Each year, *Progressive Dairyman* magazine does a great job summarizing annual dairy statistics. It's interesting to see how the industry changes each year.”

Brenda Hastings,
The Dairy Mom Blog
<http://thedairymom.blogspot.com/>



Professional Dairy Producers of Wisconsin 2013 Annual Business Conference Program

Buy an ad in the program and reach not only every attendee of PDPW's premiere educational event of the year, but every *Progressive Dairyman* reader as well. The program will insert into the January 21st issue of *Progressive Dairyman* in addition to distribution at the conference in March. Get your message in front of *Progressive Dairyman's* large-herd audience, as well as the forward-thinking dairy producers involved with PDPW.



PROGRESSIVE DAIRYMAN

THE OFFICIAL DAIRY PUBLICATION

Progressive Dairyman is excited to continue its partnership with World Ag Expo to provide the Official Dairy Publication for the show in 2013.

Progressive Dairyman has agreed to develop the following for the 2013 World Ag Expo. Speak with your sales rep to learn how your business can be involved with these exciting new opportunities.

- World Ag Expo Official Dairy Magazine Pre-Show Issue (January 1st issue)
- World Ag Expo pull-out dairy map (January 21st issue)
- World Ag Expo Official Dairy Magazine Show Issue (Distributed at World Ag Expo, February 12-14)
- World Ag Expo Dairy Seminars (February 12-14)

Ad submission guidelines

Our publications are printed on a four-color, cold-set web press. The following guidelines will help eliminate registration problems so your ad will print clearly and be easy to read.

Camera-ready file formats

Progressive Publishing's production department uses Apple® computers and Adobe® software to give its clients state-of-the-art graphics.

When submitting camera-ready artwork (ads you prepare yourself), we ask that you submit your ad in one of the following formats, in order of preference:

- Adobe PDF® with 300 dpi (or higher) images and embedded fonts (not subsets)
- Adobe InDesign CS5® and prior versions (Please package the ad to include all links and fonts **OR** linked files must be embedded and fonts outlined.)
- Adobe Illustrator CS5® and prior versions (Linked files must be embedded and fonts outlined.)
- Quark XPress 6.5® and prior versions (Please package the ad to include all links and fonts **OR** linked files must be embedded and fonts outlined.)

Sending ad materials

Please e-mail your ad materials to your sales representative.

For files larger than 20 MB please place camera-ready artwork and/or packaged .zip or .sitx files on our FTP site in addition to sending notification to your sales representative:

FTP Address: <ftp://www.progressivepublish.com>

Username: ads@progressivepublish.com

Password: ads

(If you are experiencing problems or have not used FTP before, please download our FTP instructions at http://bit.ly/ProPublish_FTP)



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Jeff Stoker
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Our publications are printed on a four-color, cold-set web press.



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PROGRESSIVE DAIRYMAN Print ad sizes

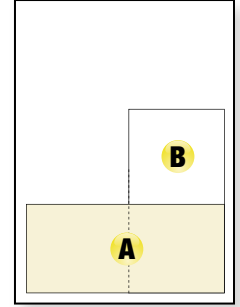
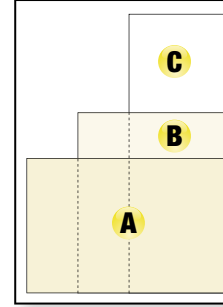
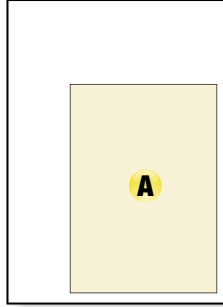
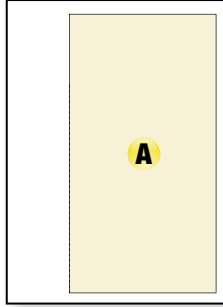
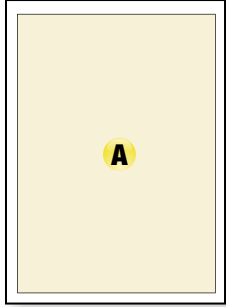
Because our publications are tabloid size, our full-page ads are **35% larger** than other publications who use regular magazine-size paper.

Trim Size 10.5" x 14.5"

Bleed Size 11" x 15" (Bleed is offered for full-page ads, as well as half-page spreads.)

Full Bleed Ads*

You may choose to run a Full Page ad full bleed so that it covers the entire page, leaving no margin. Please note that when setting up your artwork, your document should be the trim size of the publication your ad will be running in. Any text, logos or elements other than photos should remain .25 inches from the edge of the trim size dimensions. Templates can be downloaded from progressivepublish.com/templates or contact your sales representative.



*Full Page

A 9.5" x 13.33"

3/4 Page

A 7.08" x 13.33"

Jr. Page

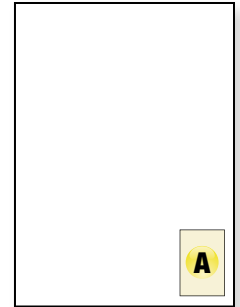
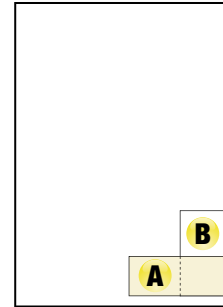
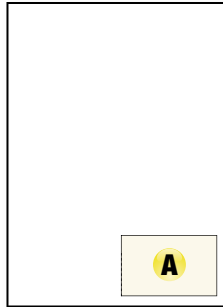
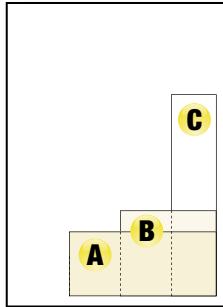
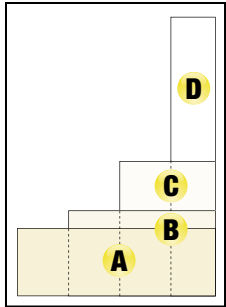
A 7.08" x 10"

1/2 Page

A 9.5" x 6.5"
B 7.08" x 8.67"
C 4.66" x 13.33"

1/3 Page

A 9.5" x 4.33"
B 4.66" x 8.83"



1/4 Page

A 9.5" x 3.33"
B 7.08" x 4.17"
C 4.66" x 6.5"
D 2.24" x 13.33"

1/6 Page

A 7.08" x 3.17"
B 4.66" x 4.17"
C 2.24" x 8.83"

1/8 Page

A 4.66" x 3.17"

1/12 Page

A 4.66" x 2"
B 2.24" x 4.17"

1/16 Page

A 2.24" x 3.17"

Web ad sizes

progressivedairy.com features two ad sizes endorsed by the Interactive Advertising Bureau (IAB).

*We recommend that animated GIF ads be no more than five slides and generally all ads should only rotate one time to minimize load times.

Banner ad: 728x90

**Block ad:
300x250**



Banner ad

Dimensions: 728 pixels by 90 pixels
 Maximum file size: 220 KB (JPEG or GIF*) 1 MB (Flash)
 Position: Top and bottom of pages

Block ad

Dimensions: 300 pixels by 250 pixels
 Maximum file size: 220 KB (JPEG or GIF*) 1 MB (Flash)
 Position: Top and bottom of right-hand side of pages



(Sample ads are not actual size.)



Contact information

Main office

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Jerome, ID 83338
(208) 324-7513 or (800) 320-1424
FAX: (208) 324-1133

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Business Manager – **Glen Leavitt**
Office Manager/Finance – **Natalie Kite**
Administrative Assistant – **Brina Norwood**
Circulation – **Lynn Olsen**
Circulation – **Laura Marlatt**
Circulation – **Jackie Brown**
Circulation – **Melinda Amy**
Circulation – **Dawnette Hutchison**
Circulation – **Amy Brown**

Managing Editor – **Walt Cooley**
Editor – **Karen Lee**
Editor – **Dario Martinez**
Web Editor – **Emily Caldwell**
News Editor – **Rebecca Ragain**
Editorial Assistant – **Judy Hall**
Editorial Assistant – **Kelly McCoy**
Editorial Assistant – **Sarah Ward**

Advertising Manager – **Jeff Stoker**
National Accounts Manager – **Sal Gomez**
Advertising Sales – **Layne Whitby**
Advertising Sales – **Stew Nelson**
Advertising Sales – **Paul Marchant**
Advertising Sales – **Julie Brown**
Advertising Sales – **Jo Dexter**
Marketplace Advertising – **Tami White**

Creative Services Manager – **Philip Warren**
Design/IT – **Bill Paul**
Design/Marketing/Webmaster – **Ray Merritt**
Design/Illustration – **Kevin Brown**
Production Editor – **Fredric Ridenour**
Design/Photography – **Mikeal Dixon**
Design – **Kristen Phillips**

PROGRESSIVE
PUBLISHING
dairy | forage | beef