SOUTHERN

★ LIVESTOCK ★

2026

MEDIA KIT

SOUTHERN LIVESTOCK STANDARD

P.O. Box 791364 • San Antonio, Texas 78279-1364
Ph. 210/524-9697 Fax 210/524-9690
Email: slivestock@southernlivestock.com • Website: www.southernlivestock.com

• MEDIA INFORMATION •

—Southern Livestock Publishing is a diversified publishing company dedicated to serving the livestock industry and its people with the most up-to-date agricultural information.

—The Southern Livestock Standard is published every other week with a readership of over 8,500 Texans. SLS was founded in 1989 to assist the livestock industry with effective advertising for livestock, equipment, commercial products and other livestock related services.

—In July, SLP publishes a periodical entitled The Southern Livestock Standard Fall Special Edition. This publication is distributed to over 13,000 cattle producers in Texas.

—SouthernLivestock.com was launched in August 2008 and has become one of the most informative agricultural news sources available to producers on the Internet. The website has continued to grow in popularity with some 8,000 to 10,000 viewers per month and over 45,000 unique visitors per year.

—The Southern Livestock Standard service area includes 120 Texas counties with more than 3.25 Million beef cows, representing 60% of the beef cows in Texas and 10% of the total U.S. beef cows.

—Southern Livestock is also utilizing social media to reach our customers. We maintain a Facebook page that allows us to reach our readers with breaking news in the agricultural world, as well as promote our customers' events and provide a forum for discussion.

—We also maintain aTwitter account and our handle is @southernlivestock

• SPECIAL ISSUES •

February-San Antonio Stock Show Edition

February-Houston Livestock Show Edition

September-State Fair of Texas Edition

First Edition of Each Month-Weather Wise, prepared specially for **Southern Livestock Standard** readers by our own meteorologist, Brian Bledsoe

Second Edition of Each Month-Weighing The Market, prepared for our readers by Wes and Sharla Ishmael

Monthly-Independent Cattlemen's Association Newsletter

SOUTHERN LIVESTOCK STANDARD

• 2026 PUBLICATION DATES •

ICA Issue	January 9	
	January 23	
ICA Issue	February 6	San Antonio Stock Show Issue
	February 20	Houston Livestock Show Issue
ICA Issue	March 6	
	March 20	
ICA Issue	April 3	
	April 17	
ICA Issue	May 1	
	May 15	
ICA Issue	May 29	
	June 12	
ICA Issue	July 24	
	August 7	
ICA Issue	August 21	
	September 4	
ICA Issue	September 18	State Fair of Texas Issue
	October 2	
ICA Issue	October 16	
	October 30	
ICA Issue	November 13	
	November 27	
ICA Issue	December 11	

AD COPY DEADLINE IS THE FRIDAY BEFORE PUBLICATION DATE

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Advertising Rate Card

Effective January 1, 2024

Advertising Rates	1-Time	4-Time	12-Time
Full Page - 85 1/2”	$1,150.00	$1,035.00	$977.50
2/3 Page - 57”	985.00	886.50	837.25
Jr. Page - 52 1/2”	850.00	765.00	722.50
1/2 Page - 42”	620.00	558.00	527.00
1/3 Page - 28 1/2”	425.00	382.50	361.25
1/4 Page - 21”	325.00	292.50	276.25
1/8 Page - 10 1/2”	165.00	148.50	140.25
Per Column Inch	17.00	15.30	14.45

SPECIFICATIONS:

Printed web offset.

100-line screen on camera ready ads preferred.

Full Page	6 col. x 14 1/8”	85 1/2”
2/3 Page	4 col. x 14 1/8”	57”
Jr. Page	5 col. x 10 1/2”	52 1/2”
1/2 Page (Horizontal)	6 col. x 7”	42”
(Vertical)	3 col. x 14 1/8”	
1/3 Page (Square)	4 col. x 7”	28”
(Vertical)	2 col. x 14 1/8”	
1/4 Page (Square)	3 col. x 7”	21”
(Vertical)	2 col. x 10 1/2”	
1/8 Page (Horizontal)	3 col. x 3 1/2”	10 1/2”
(Square)	2 col. x 5 1/4”	

COLUMN WIDTH:

Display and Classified - 1 5/8” or 9 1/2 picas.

Southern Livestock Standard is a publication dedicated to serving the livestock industry and its people with the most up-to-date agricultural information. We feature market reports, innovative discoveries in the industry, and the latest governmental issues concerning the agricultural community. **Southern Livestock Standard** was founded to assist this industry with effective advertising for livestock, equipment, commercial products and other livestock related services.

Publishers: Jim Banner and Michael Sturgess
Livestock Advertising:
Jim Banner ..... mobile 210/867-6862
jbanner@southernlivestock.com
Michael Sturgess ..... mobile 210/867-6863
msturgess@southernlivestock.com
Loren Jackson ..... mobile 210/867-5533
ljackson@southernlivestock.com
Commercial Advertising And Website Manager:
Loren Jackson ..... mobile 210/867-5553
ljackson@southernlivestock.com
Special Projects
Martha Hollida .....mobile 903/316-8465
martha.garrett@southernlivestock.com

CLASSIFIED:

	1-Time	2 or More Times
Classified Display **(1 inch minimum)**	$14.40	$11.50

Line Ads 5 lines for $6.00, $1.50 for each additional line (allow 16 characters per line). The terms on Classified advertising are cash. No credit is allowed.

ISSUANCE & CLOSING DEADLINE:

Published every other Friday. (Contact office for schedule dates)
Closing Deadline for all advertising is Monday, 12:00 noon prior to the Friday publication date.
Credit for errors allowed on first insert only.
Closing Deadline for all editorial is Monday, 12:00 noon prior to the Friday publication date.

ADDITIONAL COSTS:

Extra Color (per color)	$150.00
Four-Color	$350.00

*AGENCY COMMISSION:

15% commission on space only to recognized agencies.
No frequency discounts for agencies.
No agency discounts on livestock ads.
*Agency commission allowed on commercial advertising only.

For availability of ring service contact the office: 210/524-9697

SOUTHERN LIVESTOCK STANDARD

SPECIFICATIONS:

FULL PAGE	**10.375" X 14.125"**	**6 Col. X 14 1/8"**	**85 1/2"**
2/3 PAGE	**6.875" X 14.125"**	**4 Col. X 14 1/8"**	**57"**
JR. PAGE	**8.625" X 10.5"**	**5 Col. X 10 1/2"**	**52 1/2"**
1/2 PAGE (Horizontal)	**10.375 X 7"**	**6 Col. X 7"**	**42"**
(Vertical)	**5.125" X 14.125"**	**3 Col. X 14 1/8"**	**42"**
1/3 PAGE (Square)	**6.875" X 7"**	**4 Col. X 7"**	**28"**
(Vertical)	**3.375" X 14.125"**	**2 Col. X 14 1/8"**	**28"**
1/4 PAGE (Square)	**5.125" X 7"**	**3 Col. X 7"**	**21"**
(Vertical)	**3.375" X 10.5"**	**2 Col. X 10 1/2"**	**21"**
1/8 Page (Horizontal)	**5.125" X 3.5"**	**3 Col. X 3 1/2"**	**10 1/2"**
(Square)	**3.375 X 5.25"**	**2 Col. X 5 1/2"**	**10 1/2"**

COLUMN WIDTH:

Display and classified: 1 5/8" or 9 1/2 picas.

SOUTHERN LIVESTOCK.COM
STANDARD

P.O. Box 791364 • San Antonio, Texas 78279-1364
Ph. 210/524-9697 Fax 210/524-9690
Email: slivestock@southernlivestock.com • Website: www.southernlivestock.com

SouthernLivestock.com is an interactive & searchable web site that provides livestock producers the latest industry news, information, market reports, sales calendar and other features. All editorial information within this site is searchable by today's popular search engines and within the site as well.

Web Site Banner and Box ads rotate on a regular basis and are placed on the site for a one month period. The banner and box ads are on a rotational basis. Ads can be purchased for display on the front page or within other sections of the web site.

Advertising Rates
Effective January 1, 2024

Ad	1-time	12-time
Banner Ad	$525	$420
Large Box Ad	$375	$300
Small Box Ad	$250	$200

Specifications

Banner Ads	1023 x 126 Pixels	72 dpi	RGB	jpeg
Large Box Ads	602 x 303 Pixels	72 dpi	RGB	jpeg
Small Box Ads	300 x 250 Pixels	72 dpi	RGB	jpeg
Link Ad page	612 x 792 Pixels	72 dpi	RGB	jpeg

Ads include the production of a Banner or Box ad that links to a Link Ad Page that resides on our site.
Links to your site are provided at no additional charge from the Link Ad Page.

Ad change fee after posting	Each Change
	$100

Ad Deadline

Web ads are uploaded the 1st of each month.
Ad space reservation deadline: 5th of the month preceding publication.
Ad copy deadline: 15th of the month preceding publication.

Agency Commission

15% commission is available on the one time ad rate and only to recognized agencies.
No frequency discounts for agencies.
Agency commission allowed on commercial advertising only.

For Advertising Placement Call (210) 524-9697

Livestock Advertising:
Jim Banner.....mobile (210) 867-6862
jbanner@southernlivestock.com

Michael Sturgess.....mobile (210) 867-6863
msturgess@southernlivestock.com

Commercial Advertising:
Loren Jackson.....mobile (210) 867-5553
ljackson@southernlivestock.com

Special Projects:
Martha Hollida .....mobile (903) 316-8465
martha.garrett@southernlivestock.com

SOUTHERN LIVESTOCK STANDARD

FALL SPECIAL EDITION • 2026

Advertising Rate Card

Effective January 1, 2024

Publishers: Jim Banner and Michael Sturgess

Livestock Advertising:

Jim Banner ..... Mobile: 210/867-6862
Email: jbanner@southernlivestock.com
Michael Sturgess ..... Mobile: 210/867-6863
Email: msturgess@southernlivestock.com

Commercial Advertising:

Loren Jackson, Manager ..... Mobile: 210/867-5553
Email: ljackson@southernlivestock.com

Magazine Advertising Rates:

Size:	B&W:	1 Extra Color:	4/Color:
Full Page	$875.00	$1,085.00	$1,325.00
2/3 Page	700.00	910.00	1,150.00
1/2 Page	575.00	785.00	1,025.00
1/3 Page	425.00	635.00	875.00
1/4 Page	325.00	535.00	775.00
Column Inch	47.00		

Magazine Dimensions:

(width x height)

Full Page	Trim Size	8 3/8" x 10 7/8"
Full Page	Image Area	7 3/8" x 9 7/8"
2/3 Page		4 7/8" x 9 7/8"
1/2 Page	Island	4 7/8" x 7 1/4"
1/2 Page	Horizontal	7 3/8" x 4 13/16" (4.8125)
1/3 Page	Island	2 3/8" x 9 7/8"
1/3 Page	Horizontal	4 7/8" x 4 13/16" (4.8125)
1/4 Page	Island	3 5/8" x 4 13/16" (4.8125)
1/4 Page	Horizontal	4 7/8" x 3 9/16" (3.5628)
Per Column Inch		2 3/8" (2.375)

Examples:

1 Column Width = 2 3/8" (2.375)

2 Column Width = 4 7/8" (4.875)

3 Column Width = 7 3/8" (7.375)

Southern Livestock Publishing, Inc.

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Physical Address: 407 Breesport • San Antonio, Texas 78216

The **Fall Special Issue** is a magazine published once a year dedicated to serving the livestock industry and its people with the most up-to-date agricultural information. We feature innovative discoveries in the industry and the latest governmental issues concerning the agricultural community. **Southern Livestock Standard** was founded to assist this industry with effective advertising for livestock, equipment, commercial products and other livestock related services.

We Want You To Become A Corporate Sponsor Of The Independent Cattlemen's Association Of Texas

The Independent Cattlemen's Association of Texas was founded in 1974 to provide strong leadership for Texas cow/calf producers, and it has grown from its 17 original members to become a voice for thousands of cattle producers. The Independent Cattlemen's Association of Texas represents land and cattle owners on legislative and regulatory issues of importance to the cattle industry and agribusiness.
For more information, contact ICA at 512.620.0162 or, tica@icatexas.com, or visit www.icatexas.com.

The Story of ICA

In 1974, a well-respected rancher from Goliad named T. A. Cunningham convened a group of 17 like-minded cow/calf producers together to discuss forming an organization to specifically represent their sector of the beef industry. At the time, there were severe problems with beef dumping into the U.S. market and the implementation of the brucellosis program, which concerned these small business operators.

In just a short while, the Independent Cattlemen's Association of Texas (ICA) was formed and managed to fill the void of representation for the average Texas rancher. The association has since grown from that small assembly to a grassroots group that represents thousands of agriculture families.

Today, ICA is doing better than ever. The ICA state headquarters is located in Lockhart, the "Barbeque Capital of Texas" where the 36 volunteer state directors and officers meet on a regular basis to act as the voice for the Texas cow/calf producer.

Producer Issues

The 21st Century has brought forth many changes and challenges in agriculture and the beef industry. ICA plays a vital role in shaping legislation and bureaucratic rule making in a way that respects the job of the American producer and will not be a burden on day-to-day operations.

On the national level, many issues are before us such as mandatory country of origin labeling, national identification, death tax repeal, endangered species act reform, and packer concentration. ICA is an organization working for producers that carries their thoughts and ideas into the meetings that will determine how these programs and legislation will be implemented.

Equally important are the challenges that exist here in Texas. ICA continues to fight to protect agriculture exemptions for land, feed and equipment. ICA must continue to educate our ever-more urban legislature in protecting our private property rights, writing agriculture-friendly water laws, and make sure that any new transportation initiatives consider the needs of rural Texas.

Advertising Specifications and Additional Costs

The section printed for the Independent Cattlemen's Association of Texas occurs in the first issue of each month of the Southern Livestock Standard. Closing deadline for all advertising is Friday, 2 p.m., prior to the Friday publication date. Credit for errors allowed on first insert only.

1/2 page ad specifications

Horizontal	6 col. x 7"	total of 42"
Vertical	3 col. x 14 1/8"	total of 42 3/8"

1/4 page ad specifications

Square	3 col. x 7	total of 21"
Vertical	2 col. x 10 ½"	total of 21"

1/8 page ad specifications

Horizontal	3 col. x 3 1/2"	total of 10 1/2"
Vertical	2 col. x 5 1/4"	total of 10 1/2"

Display column width is 1 5/8" or 9 1/2 picas.

- Advertisements can either be camera-ready film, prepared by the qualified SLS staff, or provided on disk
- The line screen is 100-line screen
- Files should be MAC compatible — Please, no IBM or PC Files
- Files on disc can be Photoshop, Quark, Illustrator or Freehand

Additional costs, per issue, include:

Extra color - $120 per color
Four color - $350

Reverse printing, screens and halftones are done at no charge.

For additional information, contact
Loren Jackson, Advertising Coordinator, at 210-524-9697.
Send all advertisements and materials to:
slivestock@southernlivestock.com.

Southern Livestock Publishing, Inc.

Jim Banner and Michael Sturgess, Publishers
Mailing address: P.O. Box 791364
San Antonio, Texas 78279-1364
Physical address: 407 Breesport
San Antonio, Texas 78216
Phone: 210-524-9697 / Fax: 210-524-9690
E-mail: slivestock@southernlivestock.com

PACKAGE INCLUDES:

- A monthly advertisement (1/2 page minimum) in ICA's Round-Up Review section of the Southern Livestock Standard
- Free booth space at the ICA Annual Convention & Trade Show ($400 value)
- Special recognition of sponsorship at the ICA Annual Convention & Trade Show
- Banners and sponsorship at regional and statewide events
- Name/logo on select ICA literature
- Name/logo/information with the official ICA booth, shown at various other events across the state
- Opportunity to set up booths at select ICA county chapter meetings
- Opportunity to speak at select ICA county chapter meetings
- Opportunity to have your Web site linked to the ICA Web site
- Complimentary Agri-Business membership with ICA, a $250 value (includes membership, subscription to Southern Livestock Standard and an ICA gate sign)

BENEFITS

- Ability to continuously advertise with cattle producers through ICA
- Ability to distribute literature without requiring representatives in attendance
- Ability to attend large gatherings of cattle producers at the grassroots level to disseminate current information about your product

COST

- The minimum annual cost is $6324.00, equivalent to twelve (12) 1/2 page ads at a cost of $527.00 per issue

PACKAGE INCLUDES:

- A monthly advertisement (1/4 page minimum) in ICA's Round-Up Review section of the Southern Livestock Standard
- $100 discount on a booth space at the ICA Annual Convention & Trade Show
- Special recognition of sponsorship at the ICA Annual Convention & Trade Show
- Opportunity to attend ICA county chapter meetings
- Opportunity to have your Web site linked to the ICA Web site

BENEFITS

- Ability to continuously advertise with cattle producers through ICA
- Ability to attend large gatherings of cattle producers at the grassroots level

COST

- The minimum annual cost is $3315.00, equivalent to twelve (12) 1/4 page ads at a cost of $276.25 per issue

PACKAGE INCLUDES:

- A monthly advertisement (1/8 page minimum) in ICA's Round-Up Review section of the Southern Livestock Standard
- Special recognition of sponsorship at the ICA Annual Convention & Trade Show
- Opportunity to attend ICA county chapter meetings
- Opportunity to have your Web site linked to the ICA Web site

BENEFITS

- Ability to continuously advertise with cattle producers through ICA

COST

- The minimum annual cost is $1683.00, equivalent to twelve (12) 1/8 page ads at a cost of $140.25 per issue

All three sponsorships give you the ability to target 10%+ of the entire nation's cowherd, which includes the nation's largest concentration of cow-calf producers, through the readers of Southern Livestock Standard more effectively than any other publication