
STOCK



POINT

M E D I A



ENGAGE | INFORM | INSPIRE

ABOUT US

Stock Point Media Group, LLC, is a modern multimedia company dedicated to serving the ranching industry while honoring the western lifestyle and traditions that shape rural America.

With a strong emphasis on the beef cattle business and ranch horse culture, Stock Point delivers trusted industry coverage through a monthly print and digital magazine, engaging online content, daily agricultural news, and innovative digital marketing opportunities tailored to seedstock producers, auction markets, western businesses, and horse enthusiasts.

Our team understands the agricultural world firsthand and work closely with clients to create meaningful, results-driven campaigns that connect with loyal rural audiences.

Stock Point's contributor network includes respected experts in legislative affairs, agricultural law, animal health, commodity trading, marketing, and other critical sectors influencing today's livestock industry.

Beyond industry news and business insight, Stock Point Media Group showcases the beauty, grit, and heritage of the western way of life through exclusive feature stories, photography, and human-interest content.

Our mission is to both inform and entertain those directly involved in agriculture while inspiring appreciation for the people, animals, and landscapes that sustain the western world.

THE TEAM

Stock Point's management team is comprised of respected and experienced individuals who collaborate to meet the needs of readers and advertisers with a common goal of bettering the western industries as a whole. Members of our advertising team come with diverse backgrounds in their respective interest areas that give Stock Point the ability to tailor ad campaigns to a direct viewing audience while the editorial staff aim to engage readers and advocate for agricultural producers while inspiring all audiences about the role farming and ranching plays in the lives of people worldwide.

Additionally, Stock Point collaborators and contributors stem from various parts of the agriculture world to bring authenticity and insight to our readers and followers. Contact us today to learn how we can serve you!

Sincerely,

LOGAN IPSEN

FOUNDER & PRESIDENT
LOGAN@STOCKPOINTMEDIA.COM
(916) 947-2392

STEVIE IPSEN

MANAGING EDITOR
STEVIE@STOCKPOINTMEDIA.COM
(208) 996-4922

STOCK POINT

M A G A Z I N E

FREQUENCY AND REACH

Stock Point Magazine is published 11 times annually by Stock Point Media Group. Stock Point is a trusted source of agricultural news, market insight, and western lifestyle coverage reaching more than 21,000 individual readers and livestock producers and a robust digital audience.

In addition, the magazine can be found by patrons at agricultural businesses and rural offices throughout the West. Our revolutionary educational and entertaining publication is produced by a team of seasoned agricultural journalists and experienced sales force, most of whom are livestock producers themselves.

Readers can rely on Stock Point for expert analysis, practical information, and compelling feature stories that celebrate the people, places and traditions that define the western livestock industry. Through its broad

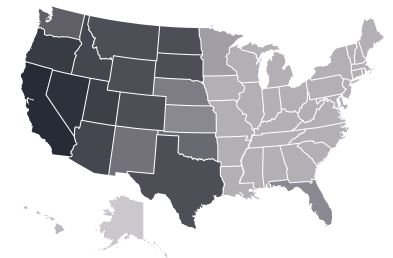
regional reach and respected industry connections, Stock Point serves as a valuable link between producers, businesses and agricultural communities. Content of Stock Point includes news editorial from experts as well as feature content about producers across the country. Topics include but are not limited to:

- Legal advice and considerations
- Exclusive commodity reports
- Producer innovation
- Livestock health
- Federal and state lobbying issues
- Water and property rights
- Livestock marketing



OVER 21,000 PRINT & ONLINE READERS

NATIONWIDE REACH



UNIQUE REGULAR CONTENT FOUND ACROSS ALL POPULAR PLATFORMS



MAGAZINE ADVERTISING RATES

SIZE	DIMENSIONS	PER ISSUE RATE
Full Spread	2 full pages	\$3,500
Full Page	8.25" x 10.75" .125" extra on all sides for full bleed	\$1,800
1/2 page vertical (island)	4.25" wide x 7.5" tall	\$1,400
1/2 page horizontal	7.5" wide x 4.25" tall	\$1,100
1/3 page	5" wide x 5" tall	\$750
1/4 page	3.625" wide x 4.75" tall	\$600
Insert or ride along	Available by quantity	

- VOLUME DISCOUNTS AVAILABLE.
- PREMIUM PLACEMENTS ARE A HIGHER RATE AND BASED ON AVAILABILITY.
- CATALOG RIDEALONGS ALSO AVAILABLE BY STATE AND/OR REGION.

TALK TO A STOCK POINT
REPRESENTATIVE TODAY TO
SEE HOW YOU CAN MAXIMIZE
YOUR ADVERTISING DOLLARS!

DELIVERING **YOUR**
BRAND TO THE
AUDIENCE THAT
MATTERS MOST!

*Take advantage of our sale day
ring and sale services from the
industry's leading providers!*

ADVERTISING DEADLINES

Ad reservations are due the 10th of the month prior to publishing.
Camera-ready ads are due the 15th of the month prior to publishing.

DESIGN & SUBMISSION

Need design assistance? Our design staff will build your print or digital ads for you!

If you are submitting your own camera-ready ad, you may submit it by e-mail to your ad sales representative

High-resolution CMYK PDFs with bleed marks are required for all camera-ready ads. Please keep all text 1/2" from trim edge on full page ads to ensure maximum print quality.

CONTACT

For editorial, subscriptions or billing inquiries, contact us at: info@stockpointmedia.com
To advertise, contact Logan Ipsen at logan@stockpointmedia.com or (916) 947-2392.



STOCK



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D I G I T A L

TARGET THE RIGHT AUDIENCE

Reach demographics based on age, location, interests, buying habits, and online behavior.

MEASURABLE RESULTS

Track performance through detailed analytics, including impressions, clicks, engagement, website traffic, and conversions.

DATA-DRIVEN DECISIONS

Use real-time insights to refine campaigns, improve messaging, and maximize advertising effectiveness.

EXPAND BRAND AWARENESS

Increase visibility across social media, websites, email marketing, search engines, and digital advertising platforms.

BUILD CUSTOMER RELATIONSHIPS

Engage directly with customers through interactive content, social media conversations, and targeted messaging.

COST-EFFECTIVE MARKETING

Stretch advertising budgets by focusing efforts on your direct audiences.

INCREASE WEBSITE TRAFFIC

Drive your target audience to your website, online listings, upcoming event webpages or sales platforms.

PRINT AND DIGITAL WORK TOGETHER

Print advertising builds credibility and trust, while digital marketing extends reach, reinforces messaging, and creates multiple touchpoints with potential customers.

AMPLIFY CAMPAIGN RESULTS

Combining print and digital marketing creates a powerful, integrated strategy that reaches audiences both on the page and online, increasing overall campaign effectiveness.

TRACK WHAT PRINT ALONE CAN'T MEASURE

Digital campaigns provide valuable analytics that help advertisers better understand audience engagement and return on investment.

REACH AUDIENCES WHEREVER THEY ARE

A coordinated print and digital strategy ensures your message reaches consumers whether they are reading a magazine, browsing social media, visiting websites, or checking email.



STOCKPOINTMEDIA.COM



WE'LL GET YOUR BUSINESS IN FRONT OF YOUR BUYERS!

HOW DOES IT WORK?

Digital marketing uses data, keywords, demographics, interests, and online behavior to target likely buyers. Advertising platforms deliver relevant ads across search engines, websites, social media, and apps, optimizing campaigns for engagement and conversions

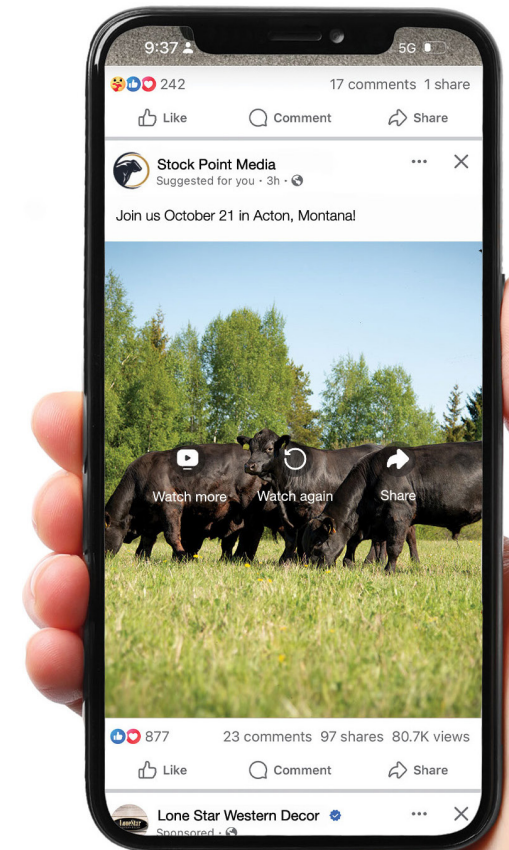
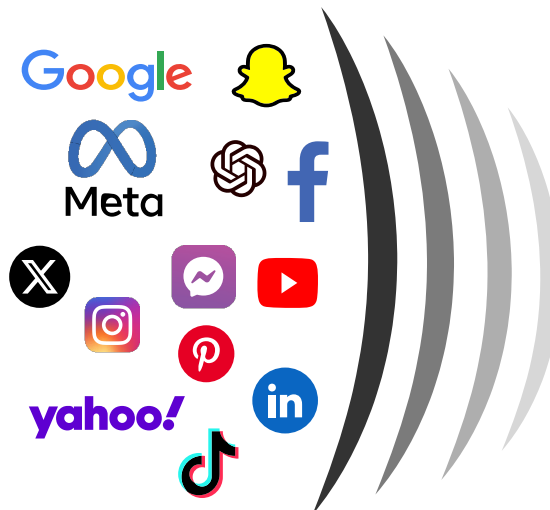
We track and analyze online browsing behavior by location and across the most commonly used search engine and social media platforms to be sure the customers you will see what you have to offer!

Roughly **85%** of adults check their phones within **10** minutes of waking each day.

80% of consumers report having made a purchase based on an advertisement they saw on social media.

The average adult uses **6** social media apps and spends **2** hours a day on a phone or tablet.

-Pew Research Center



TALK WITH US **TODAY** ABOUT USING THE TOOLS THAT WILL GET YOU THE **MOST** BENEFIT FOR YOUR ADVERTISING DOLLARS!

SOCIAL MEDIA & GOOGLE DISPLAY DIGITAL RATES

REACH	DISPLAY COST	VIDEO COST
20,000	\$800	\$1,400
30,000	\$1,200	\$2,100
40,000	\$1,600	\$2,800
50,000	\$2,000	\$3,500

SOCIAL MEDIA AD SPECS

CAROUSEL (Display or Video)

File: up to 30 MB/image or video

Display: JPG or PNG

Video: MP4

Length: 10-46 seconds is ideal, but longer is available at the same rate.

Dimensions: 1080 x 1080px (square)

STAND ALONE (Display or Video)

File: up to 30 MB/image or video

Display: JPG or PNG

Video: MP4

Length: 10-46 seconds is ideal, but longer is available at the same rate.

Dimensions: 1080 x 1080px (square)
1920x1080px (landscape) or 1080x1920 (portrait)

GOOGLE DISPLAY NETWORK

DISPLAY

File: up to 150kb/image

TYPE: JPG, PNG, GIF or HTML5.

Dimensions: 300x250px, 728x90px,
160x600px, 320x50px
or 300x600px

VIDEO

File: up to 1GB

Type: JPG, PNG, GIF or HTML5.

Dimensions: 1920x1080px

Be sure any YouTube videos are hosted on the Google Account and comply with YouTube specs



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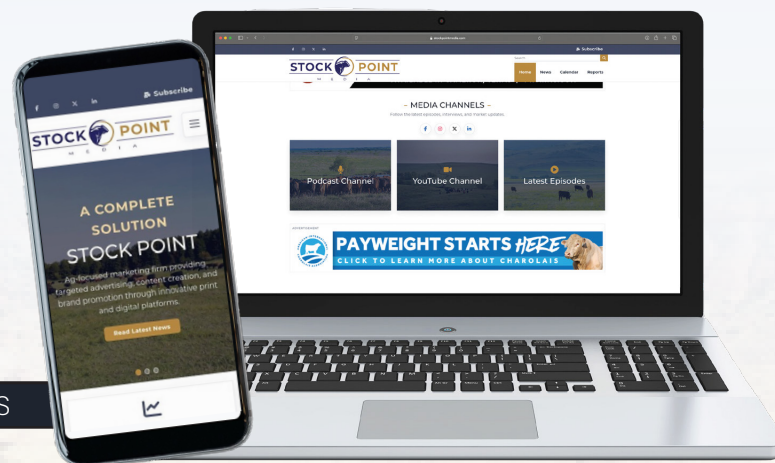
D I G I T A L

OTHER DIGITAL MARKETING SERVICES:

- STOCK POINT WEBSITE BANNERS
- STOCK POINT PHONE APP PUSH NOTIFICATIONS
- STOCK POINT WEBSITE VIDEOS

DIGITAL PACKAGE RATES

	WEBSITE BANNERS	PUSH NOTIFICATIONS	WEBSITE VIDEOS
FREQUENCY	Per month	Available daily	Per month
SIZE	horizontal: 728 x 90px vertical: 300 x 600px	text and/or link only	1920 px X 1080 px
COST	horizontal: \$200 vertical: \$400	\$200 per push	\$400
PLATFORM	iPhone or Android, tablet or desktop	iPhone or Android	iPhone or Android, tablet or desktop



SPECIALTY SERVICES ON PER QUOTE BASIS

- CUSTOM WEB DESIGN
- SOCIAL MEDIA CONTENT
- RANCH VIDEOGRAPHY/
PHOTOGRAPHY
- SALE CATALOG DESIGN



STOCK



POINT

D I G I T A L



Focus on the Ranch. We'll Tell Your Story.

- Professional, consistent content without taking time away from your operation.
- Keep your ranch top-of-mind with regular posts that build trust and recognition.
- Showcase your genetics, program, and philosophy through professional photography and storytelling.
- Build relationships with current customers while introducing your program to new audiences.
- Let industry professionals manage your digital presence while you manage your cattle.

Your business ***deserves*** more than an occasional Facebook post!

SOCIAL MEDIA SERVICES INCLUDE:

- Full service, year-round social media maintenance
- Sale day lead-up services
- Sale day coverage, including videos, photos, sale highlights and more!

Tell us what you are looking for and we can tailor a price package for you!



FROM THE RANCH TO THE READER

BRIDGING THE GAP. TELLING THE STORY. DELIVERING YOUR MESSAGE.



THE RANCH

It starts on the ranch. Hard work, heritage, and quality seedstock.



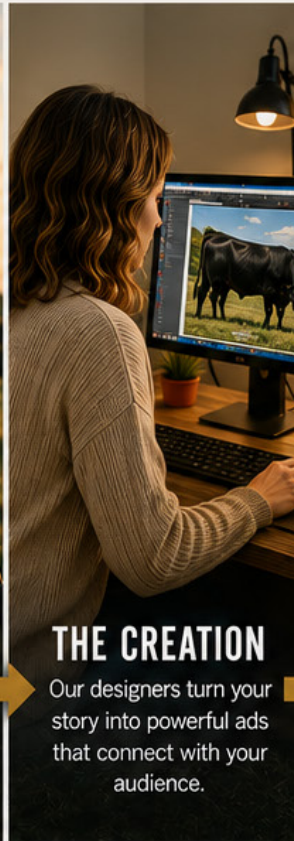
THE STORY

Every ranch has a story worth telling. We capture what makes yours unique.



THE CAPTURE

Our team gets the images, videos, and details that bring your story to life.



THE CREATION

Our designers turn your story into powerful ads that connect with your audience.



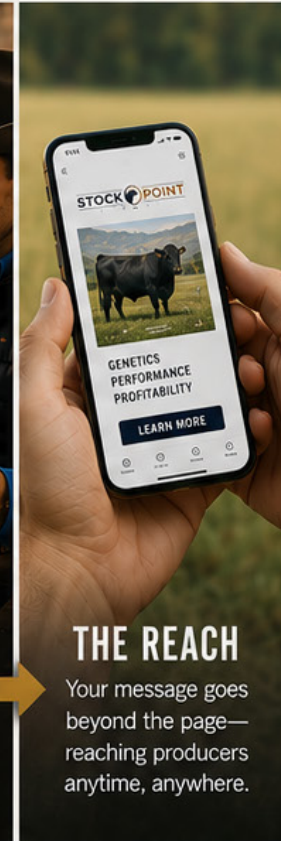
THE PRINT

Your ad is featured in Stock Point Magazine—reaching seedstock producers and buyers.



THE READER

Buyers see your message and make connections that drive the industry.



THE REACH

Your message goes beyond the page—reaching producers anytime, anywhere.

WE BRIDGE THE GAP

From seedstock ranch to commercial producer, we connect the industry that feeds the world.

STOCK POINT

M E D I A



PROFESSIONAL
PHOTOGRAPHY



EXPERT
DESIGN



PRINT
MAGAZINE



DIGITAL
REACH



INDUSTRY
CONNECTIONS

REAL STORIES. REAL RESULTS.

Stock Point Media helps your ranch stand out and your message get results.

YOUR RANCH.

YOUR STORY.

OUR PLATFORM.

OUR PASSION.

YOUR SUCCESS.