

A close-up, profile view of a horse's head, looking towards the left. The horse's eye is visible, and its dark coat is highlighted by a soft light source. The background is dark and out of focus.

CENTRAL
STOCKYARDS
2024 Media Kit

What is Central Stockyards?

Central Stockyards is a livestock marketing service.

In the long tradition of “stockyards,” we provide an opportunity for a cattle producer to sell their animal to a willing buyer. We facilitate this connection and exchange between buyers and sellers, creating a mutually beneficial transaction in an open and transparent way through an online marketplace. Our flagship service is the Fed Cattle Exchange.

What is the Fed Cattle Exchange?


The Fed Cattle Exchange is the only weekly fed cattle online auction for the cattle industry.

Since 2016 the Fed Cattle Exchange has provided the cattle industry with weekly, cost-effective cattle auctions that provide a platform for price discovery through competitive bidding. Prices determined in the weekly auctions benefit the entire cattle industry and livestock futures markets by providing a transparent baseline price for weekly negotiated live cattle markets.

Our Audience

Our customers are feedyards and packers engaged in buying and selling fed cattle on a weekly basis. Hundreds of cattle feeding customers, commodity brokers, and media login to view the weekly sale and gain insights into real-time, fed cattle market activity.

All Fed Cattle Exchange users are required to request permission to login to the site to browse the show list, view the auction, or bid on fed cattle.



3.5 Million Head
one-time feeding capacity of
our 20 largest sellers

Delivering Value to Advertisers

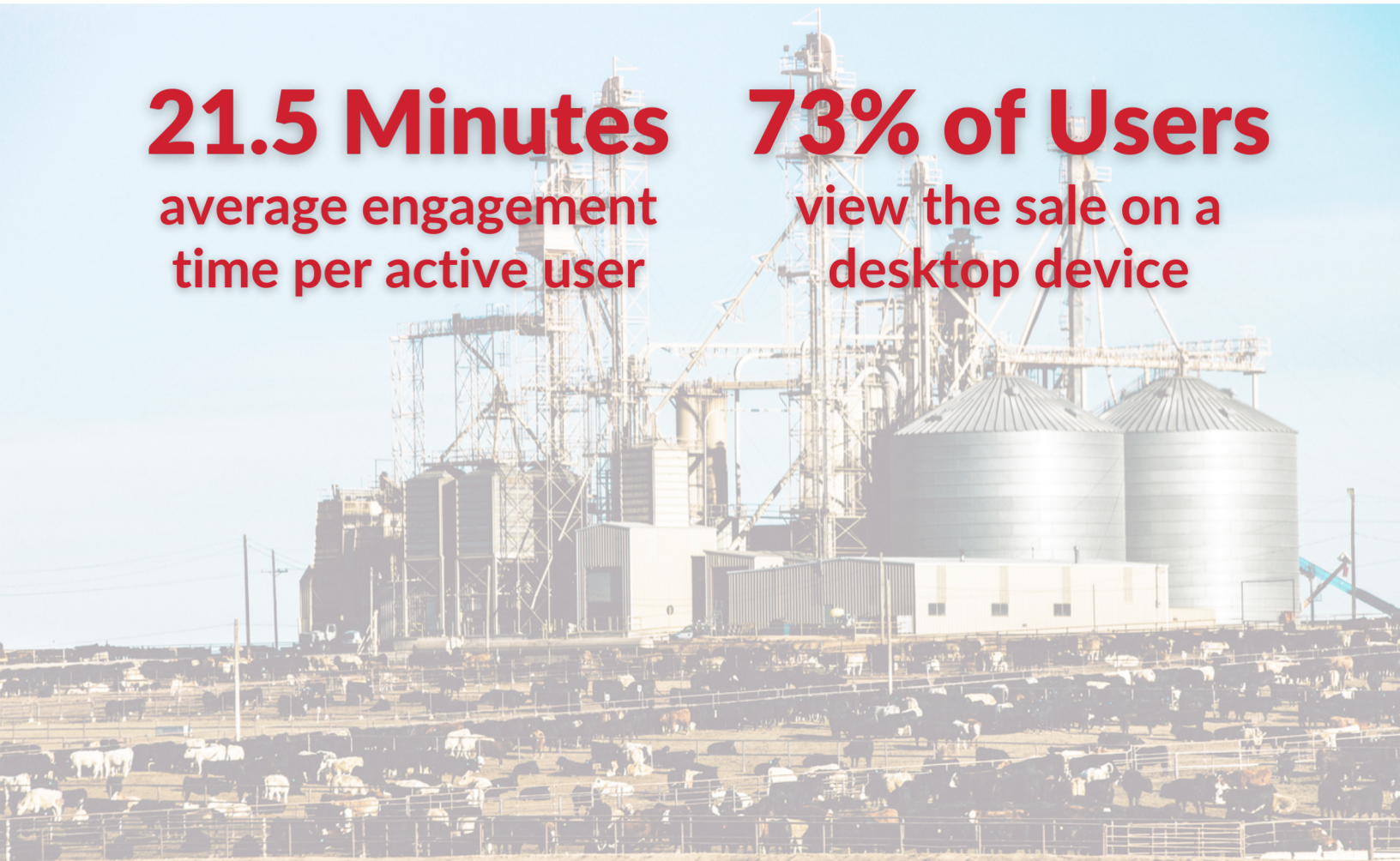
The Central Stockyards platform and Fed Cattle Exchange sale site play a unique role in the U.S. beef industry.

- This is the only site featuring live, transparent, and online live cattle bidding.
- The site uses a timed auction model so the sale moves quickly. Participants login to the sale on-time and stay for the duration of the sale.
- The listings being sold rotate through an online sale ring so users remain on a single screen for the duration of the sale.
- Sale information is instantly transmitted globally to cattle feeders, feeding customers, commodity brokers, and trade media as a key market signal.

What does this mean for advertisers? An unmatched level of audience engagement and interaction. And, most users login on a computer, allowing advertisers to deliver full-featured messages to the audience.

21.5 Minutes
average engagement
time per active user

73% of Users
view the sale on a
desktop device



Digital Advertising Opportunities

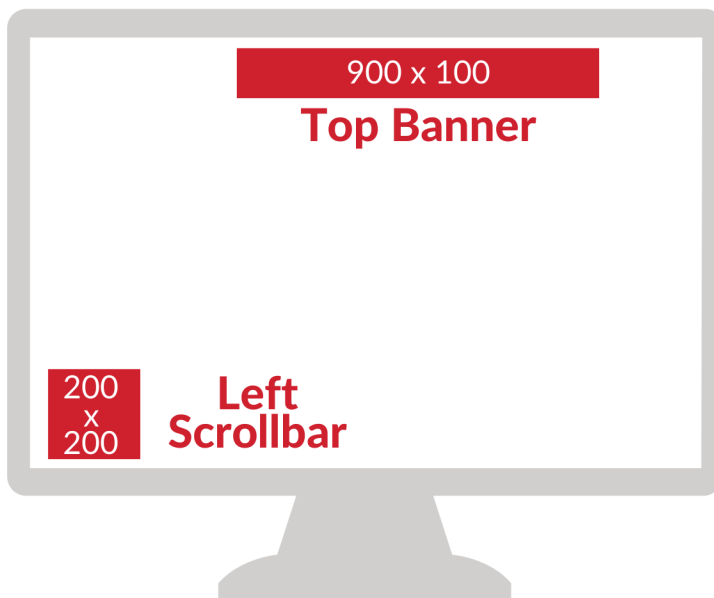
The Fed Cattle Exchange platform has multiple display advertising options which present your message to our audience.

Sale-Specific Ads

The ads used on the Fed Cattle Exchange and during the sale may be identical or sale-specific. This allows the advertiser to customize their messaging.

Carousel Ads

Up to three ads may be used in rotation during the sale allowing the advertiser to display a diverse set of ads and messages.



SALE SCHEDULE:

All sales take place at 10:00 AM Central.

Sales occur Tuesday through Friday depending upon market conditions and buyer/seller input.

Additional sales may occur based upon market conditions. Ads are included in additional sales at no charge to the advertiser.

TECHNICAL SPECIFICATIONS:

- **Ad Materials Required:** artwork graphic and destination URL to send visitors to when users click the ad.
- **Server UTM Tags:** UTM options include Source, Medium, Campaign, Term, and Content.
- **Files Accepted:** static JPEG or PNG. Rich media with embedded audio or video is not accepted. File size should not exceed 2MB per ad.
- **Ad Resolution:** ad resolution must be at least 300 dpi.
- **Dimensions:** ad dimensions are listed as (pixels wide x pixels tall).

Email Advertising Opportunities

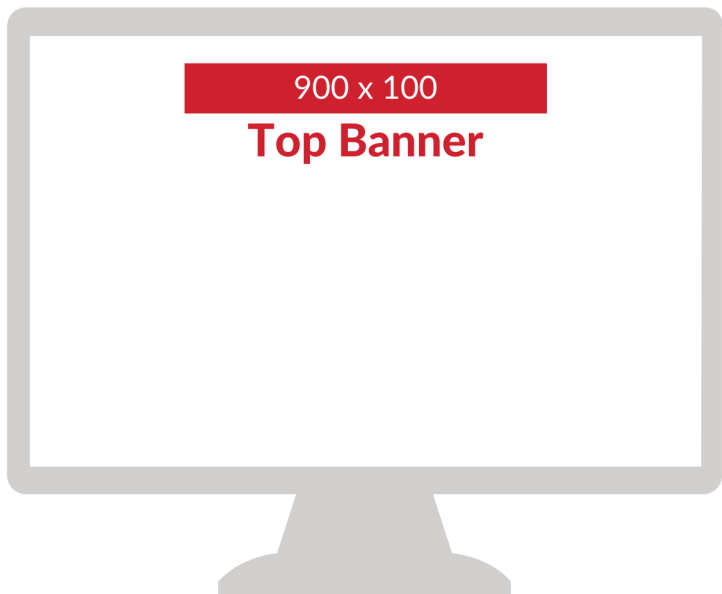
The Fed Cattle Exchange sends emails directly to feedyards, feeding customers, commodity brokers, and trade media, delivering your message directly into the Inbox of your target audience.

In addition to the emails, the Market Reports web pages also feature space for additional banner advertising.

The advertising options for Market Reports are linked to the email advertising and may not be separated.

Market Reports

Market reports are mailed to customers after each weekly sale has concluded. The emails are an important data source for all marketers and have higher open rates.



600 x 200

**Top Email
Banner**

Advertising Rates

\$4,000
per month

**Sale Page
Top Banner**

Banner advertising on the Fed Cattle Exchange pages, including the Live Sale and Browse Listings pages.

\$2,000
per month

**Sale Page
Left Scrollbar**

Left Scrollbar advertising on the Fed Cattle Exchange pages, including the Live Sale and Browse Listings pages.

\$3,000
per month

**Market
Reports**

Banner advertising on the Market Report page and Market Report email.

Advertising Contacts

Forrest Roberts
President & CEO
Office: 800-576-5667 extension 700
Mobile: 317-997-3486
Email: froberts@centralstockyards.com

Cassidee Rogers
Business Operations Coordinator
Office: 800-576-5667 extension 703
Mobile: 970-630-4500
Email: crogers@centralstockyards.com

