Reach the Second Largest Pork Production Market in the U.S.

FOR MORE INFORMATION, PLEASE CONTACT:

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myates@naylor.com
The NCPC Advantage

The North Carolina Pork Council serves as the leader in the pork industry. We are the oldest state pork producer organization in the nation with a commitment to:

- Produce safe food while protecting and promoting animal well-being
- Ensure our practices protect public health
- Enhance our industry image via communications and education

By The Numbers

$2 BILLION
The amount that pork producers in North Carolina spend on products and services every year.

2ND
North Carolina is the 2nd largest market for pork production in the United States.

1,173
The average number of pageviews each digital edition of NC Pork Report receives online.

Who We Are

The North Carolina Pork Council is the respected voice of North Carolina’s pork industry. Pork production, valued as a $9 billion annual industry in North Carolina, is an essential part of why we lead through our public policy, advocacy efforts, research, producer education, promotion, and consumer information programs and services.

As a proactive organization, the Council provides meaningful leadership for the state’s dynamic pork industry while engaging the diverse segments of the market.
### Full-Color Rates

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<tbody>
<tr>
<td>Double Page Spread</td>
<td>$3,169.50</td>
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<td>Outside Back Cover</td>
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<td>Inside Front or Inside Back Cover</td>
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<td>$2,369.50</td>
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<td>$1,479.50</td>
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### Black-and-White Rates

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<tbody>
<tr>
<td>Full Page</td>
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<tr>
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<td>$849.50</td>
<td>$809.50</td>
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<tr>
<td>1/3 Page</td>
<td>$629.50</td>
<td>$599.50</td>
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<tr>
<td>1/4 Page</td>
<td>$539.50</td>
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<td>$429.50</td>
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<tr>
<td>1/8 Page</td>
<td>$349.50</td>
<td>$329.50</td>
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</tbody>
</table>

Naylor charges a $50 artwork surcharge for artwork creation or changes. This additional fee will appear on your final invoice if the artwork submitted is not publishing ready.

Advertiser indemnifies Naylor, LLC and the Association against losses or liabilities arising from this advertising. Naylor, LLC assumes no liability whatsoever, except to the extent of a one-time paid advertisement of the same specification, in the next or similar publication, if any proven or admitted errors or omissions have occurred. Payment is due upon receipt of the invoice. Interest shall be charged at 2% per month compounded to yield 26.82% per year on overdue accounts. Revisions to previously submitted ad copy are subject to additional charges. A charge of $30.00 will be levied for returned checks. In the event of a contract cancellation, the advertiser or agency agrees to repay Naylor, LLC any discounts granted for multiple insertions less any discount applicable for the number of insertions completed in the contract. All cancellations must be received in writing prior to the advertising sales deadline. All premium positions are non-cancelable. Prices are net of agency commission. Ads may also appear in an online version of the publication(s). Rates as of May 2017.
NC PORK REPORT DIGITAL EDITION

EXTEND YOUR PRINT ADVERTISING INVESTMENT WITH THE UNIQUE BENEFITS OF DIGITAL MEDIA!

NC Pork Report is available in a fully interactive digital magazine. Our digital edition is mobile responsive and HTML-optimized, providing readers with an exceptional user experience across all devices. The digital magazine lets you:

- Include ads on an HTML5 and mobile responsive platform
- Link to the landing page of your choice, generating an immediate response from customers
- Maintain your ad presence on the digital issue for readers to reference at any time

FORMATS AVAILABLE TO READERS:

- Reading view (default): The HTML-based view of our magazine, optimized for all devices. Scrolling articles automatically adjust for comfortable reading
- Page view: The digital replica of the print magazine. Flip through this digital book in either a 1 or 2-page format. Determine your preferred zoom setting for an optimal experience.

Important Note: Readers can choose the experience best suited to their needs at any time by clicking on “Page View” or “Reading View” in the toolbar!

In-Magazine Digital Options (HTML reading view)

These standalone ad options are placed between article pages on the HTML reading view of the digital magazine and are visible on all device types.

**HTML5 Ad | $1,000**

This mobile responsive ad option gives you the freedom to include text, images, hyperlinks and video across a variety of devices. Full design must be provided by the advertiser at this time.

**Digital Video Sponsorship | $800**

The video sponsorship option displays a video, 50-70 words of summary content and a hyperlink to deliver your message to target audiences.

**Digital Insert / Outsert**

Your message appears as an image-based insert, either in between key articles, or placed at the back of the digital magazine.

- **Large Insert | $750**
- **Medium Insert | $600**

For the latest online specs, please visit: www.naylor.com/onlinespecs
2018 EDITORIAL CALENDAR

<table>
<thead>
<tr>
<th>ISSUE</th>
<th>Ships</th>
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<tr>
<td>Spring 2018 (NCP-Q0118)</td>
<td>April 2018</td>
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<tr>
<td>Summer 2018 (NCP-Q0218)</td>
<td>June 2018</td>
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<tr>
<td>Fall 2018 (NCP-Q0318)</td>
<td>September 2018</td>
</tr>
<tr>
<td>Winter 2018 (NCP-Q0418)</td>
<td>December 2018</td>
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*Editorial Calendar is tentative and subject to change.

Summer Edition

Message from the North Carolina Pork Council President

Industry News
Top news from around the U.S. and North Carolina that impacts the pork industry.

Feature: 2018 Whole Hog BBQ Championship
This new rebranded event is now going into its fifth year in the working with the Bluegrass Music Association. We’ll feature an in-depth interview with the Pitmaster of the Year about his award-winning BBQ and his contributors to the pork industry.

NCPC Producer Profile
Feature of a hard-working and dedicated NCPC member about their operation, investment in the industry, and views on pork production and what it takes to be a successful farmer.

Allied Member Profile
Feature of an NCPC Allied Members that has strong ties to the pork industry in North Carolina and feature the great work they’re doing to give back to the industry in which they operate.

Voices of Our Youth
Each year, NCPC awards $1,000 scholarships to two deserving North Carolina agriculture students. In this column, we’ll interview this year’s brand-new award winners.
INDEX OF ADVERTISERS CATEGORIES

Our publication features an Index of Advertisers section in which your company will be listed under the category of your choice with the page number of your ad. When our members are in the market for a specific product or service, they can search the Index of Advertisers and quickly locate advertisers that specialize in that category.

One free category is included with any size ad and additional categories are only $20 each. If your product or service is not listed below, a new category can be created for you.

- Air-Conditioning Systems/Services
- Agricultural Engineering Services
- Agricultural Lenders
- Animal Health
- Animal Nutrition Services
- Bait Systems
- Breeding Services & Equipment
- Building Supplies & Services
- Business Supplies & Services
- Chemical Supplies
- Cleaning Systems
- Commercial Fertilizers
- Concrete Providers
- Convention Centers/Hotels
- Computer Hardware/Software
- Data Management Services
- Drinking Water Treatments
- Educational Services
- Environmental Management Services
- Environmental Supplies
- Equipment Suppliers
- Fans & Air Ventilation Equipment
- Farm Equipment/Machinery
- Farm Power Systems
- Feeders
- Feed Handling Equipment
- Feed Supplements
- Fencing Supplies/Equipment
- Fiberglass Penning
- Financial Services
- Flooring
- Food Irradiation
- Genetic Engineering
- Heating Pads/Units
- Industrial & Wastewater Piping
- Insurance Services
- Irrigation
- Land Filtration Systems
- Landscaping Services
- Lighting Services & Equipment
- Line Panels
- Livestock Management
- Livestock Monitoring Systems
- Manure Fertilizer
- Manure Management & Equipment
- Manure Storage Facilities
- Meat Distributors
- Medical Services
- Medical Products & Equipment
- Non-Chemical Maintenance
- Odor Control Products & Services
- OSHA Services
- Power Systems
- Processing Systems
- Sanitizers
- Scales
- Slurry & Irrigation Equipment
- Swine Food & Feed Services
- Swine Management Technology
- Swine Transportation Equipment
- Swine Shelters/Facilities
- Swine Trading Companies
- Telecommunications
- Trailers
- Transportation Services
- Waste Management
- Water Filtration Technologies
- Watering Products
- Other: __________________

One free listing with any size ad. Additional listings are $20.00 each. No limit. Please list new categories on this sheet.

___Additional Categories X $20.00 = $____________________

Initial:_______Date:____________________
**PRINT ADVERTISING SPECIFICATIONS**

**NC PORK REPORT**

Magazine Finished Size: 8.375" x 10.875"

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**Note:** Text placed outside the live area within any full-page or DPS ads may be cut off. Please keep text within the live area at all times.

**Artwork Requirements**

All digital color and grayscale artwork must be supplied at 300 dpi. Line art must be supplied at 600 dpi. High-res PDF, EPS, TIFF and JPEG files are accepted. Images from the Web are not suitable for printing. All color artwork must be in CMYK mode; black-and-white artwork must be in either grayscale or bitmap mode. RGB mode artwork is not accepted and if supplied will be converted to CMYK mode, which will result in a color shift. All screen and printer fonts as well as linked images must be supplied if not embedded in the file.

**Ad Material Upload**

Go to the Naylor website at [www.naylor.com](http://www.naylor.com)

**Production Services, Proofs and Revisions**

Naylor charges a $50 artwork surcharge for artwork creation or changes. This additional fee will appear on your final invoice if the artwork submitted is not publishing ready.

**Specs for Outsert/Inserts**

**Directory/Magazine**

1 Page / 1 surface: 8.375" x 10.875"
1 Page / 2 surface: 8.375" x 10.875"
2 Page / 4 surface: 8.375" x 10.875"
Postcards: 6" x 4.25"
Heavy Card Stock Insert: 8.25" x 10.75"
Postal Flysheets: 8.5" x 11"

Advertiser indemnifies Naylor, LLC and the Association against losses or liabilities arising from this advertising. Naylor, LLC assumes no liability whatsoever, except to the extent of a one-time paid advertisement of the same specification, in the next or similar publication, if any proven or admitted errors or omissions have occurred. Payment is due upon receipt of the invoice. Interest shall be charged at 2% per month compounded to yield 26.82% per year on overdue accounts. Revisions to previously submitted ad copy are subject to additional charges. A charge of $20.00 will be levied for returned checks. In the event of a contract cancellation, the advertiser or agency agrees to repay Naylor, LLC any discounts granted for multiple insertions less any discount applicable for the number of insertions completed in the contract. All cancellations must be received in writing prior to the advertising sales deadline. All premium positions are non-cancelable. Prices are net of agency commission. Ads may also appear in an online version of the publication(s).
Sponsored eBlast

When each print edition of NC Pork Report is distributed, an email will be sent to all NCPC members making them aware that the digital edition is available for viewing. Enjoy the benefits of a targeted email blast:

+ Delivers your message directly to the inboxes of decision-makers on a regular basis
+ Frequently forwarded to others for additional exposure
+ Directs visitors to the landing page of your choice to facilitate the purchasing process
+ Exclusive ad space.

Eblast Sponsor (exclusive position)
$1,750 - Per Issue