North Carolina Pork Council
Media kit

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

FOR MORE INFORMATION, PLEASE CONTACT:
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Publication Director
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(770) 810-6984
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.

640

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.
### Net Advertising Rates

All rates include an Ad Link in the digital edition of the magazine.

#### Revisions and Proofs:
- $50

#### Position Guarantee:
- 15% Premium

<table>
<thead>
<tr>
<th></th>
<th>1-2x</th>
<th>3-4x</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Full-Color Rates</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Double Page Spread</td>
<td>$3,259.50</td>
<td>$3,099.50</td>
</tr>
<tr>
<td>Outside Back Cover</td>
<td>$3,079.50</td>
<td>$2,959.50</td>
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<tr>
<td>Inside Front or Inside Back Cover</td>
<td>$2,889.50</td>
<td>$2,769.50</td>
</tr>
<tr>
<td>Full Page</td>
<td>$2,439.50</td>
<td>$2,319.50</td>
</tr>
<tr>
<td>1/2 Page Island</td>
<td>$1,519.50</td>
<td>$1,439.50</td>
</tr>
<tr>
<td>1/2 Page</td>
<td>$1,379.50</td>
<td>$1,309.50</td>
</tr>
<tr>
<td>1/3 Page</td>
<td>$1,119.50</td>
<td>$1,059.50</td>
</tr>
<tr>
<td>1/4 Page</td>
<td>$839.50</td>
<td>$779.50</td>
</tr>
<tr>
<td>1/6 Page</td>
<td>$749.50</td>
<td>$709.50</td>
</tr>
<tr>
<td>1/8 Page</td>
<td>$609.50</td>
<td>$579.50</td>
</tr>
</tbody>
</table>

|                          |            |            |
| **Black-and-White Rates**|           |            |
| Full Page                | $1,379.50  | $1,309.50  |
| 1/2 Page Island          | $1,059.50  | $1,009.50  |
| 1/2 Page                 | $869.50    | $829.50    |
| 1/3 Page                 | $649.50    | $619.50    |
| 1/4 Page                 | $559.50    | $529.50    |
| 1/6 Page                 | $439.50    | $419.50    |
| 1/8 Page                 | $359.50    | $339.50    |

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, or any advertising. Naylor, LLC assumes no liability, except to the extent of a one-time free advertisement of the same specification, the next or similar publication, if proven or admitted errors or omissions have occurred. Payment due upon receipt of invoice. 2% per month compounded (26.82% per year) to be charged on overdue accounts as damages for breach of contract. Revisions to previously submitted ad copy are subject to additional charges. A charge of $35.00 will be levied for returned checks. I also give unqualified consent to our ad(s) appearing in an online version of the publication. Acceptance of this contract and advertising content is subject to the approval of the association. The advertiser represents that they have the right to use any artwork supplied to Naylor in the manner contracted. All guaranteed (premium) position sales cannot be cancelled. Any cancellation must be requested in writing prior to the Cancellation Deadline. Advertisers will be billed the amount short-rated per issue if within a one-year period they do not run the number of insertions upon which their billings have been based. Artwork Creation Charge is not cancellable once ad has been created. Rates as of January 2019.
**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!

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**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 | $1,030**

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 | $820**

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 | $770**
- **Medium Insert | $620**

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<table>
<thead>
<tr>
<th>#</th>
<th>Ad Format</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Leaderboard (all views)</td>
<td>$770</td>
</tr>
<tr>
<td>2</td>
<td>Rectangle (all views)</td>
<td>$620</td>
</tr>
<tr>
<td>3</td>
<td>TOC Mobile Banners (HTML reading view)</td>
<td></td>
</tr>
<tr>
<td>4</td>
<td>Top TOC Mobile Banner</td>
<td>$520</td>
</tr>
<tr>
<td>5</td>
<td>2nd TOC Mobile Banner</td>
<td>$370</td>
</tr>
</tbody>
</table>

For the latest online specs, please visit: [www.naylor.com/onlinespecs](http://www.naylor.com/onlinespecs)
## 2019 Editorial Calendar

<table>
<thead>
<tr>
<th>ISSUE</th>
<th>Ships</th>
</tr>
</thead>
<tbody>
<tr>
<td>Spring 2019 (NCP-Q0119)</td>
<td>May 2019</td>
</tr>
<tr>
<td>Summer 2019 (NCP-Q0219)</td>
<td>June 2019</td>
</tr>
<tr>
<td>Fall 2019 (NCP-Q0319)</td>
<td>September 2019</td>
</tr>
<tr>
<td>Winter 2019 (NCP-Q0419)</td>
<td>December 2019</td>
</tr>
</tbody>
</table>

*Editorial Calendar is tentative and subject to change.*
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"

<table>
<thead>
<tr>
<th>Ad Size</th>
<th>Dimensions</th>
</tr>
</thead>
<tbody>
<tr>
<td>1/8 Page Vertical</td>
<td>3.333&quot; x 2.166&quot;</td>
</tr>
<tr>
<td>1/6 Page Vertical</td>
<td>3.333&quot; x 3.333&quot;</td>
</tr>
<tr>
<td>1/6 Page Horizontal</td>
<td>4.583&quot; x 2.166&quot;</td>
</tr>
<tr>
<td>1/5 Page Vertical</td>
<td>4.583&quot; x 4.583&quot;</td>
</tr>
<tr>
<td>1/5 Page Horizontal</td>
<td>7&quot; x 4.583&quot;</td>
</tr>
<tr>
<td>1/3 Page Horizontal</td>
<td>7&quot; x 4.583&quot;</td>
</tr>
<tr>
<td>1/3 Page Vertical</td>
<td>7&quot; x 3&quot;</td>
</tr>
<tr>
<td>1/3 Page Island Vertical</td>
<td>4.583&quot; x 7&quot;</td>
</tr>
<tr>
<td>1/2 Page Vertical</td>
<td>7&quot; x 4.583&quot;</td>
</tr>
<tr>
<td>1/2 Page Long Vertical</td>
<td>2.166&quot; x 9.5&quot;</td>
</tr>
<tr>
<td>2/3 Page Vertical</td>
<td>4.583&quot; x 9.5&quot;</td>
</tr>
<tr>
<td>2/3 Page Horizontal</td>
<td>7&quot; x 6.333&quot;</td>
</tr>
<tr>
<td>FULL PAGE Vertical</td>
<td>3.333&quot; x 9.5&quot;</td>
</tr>
<tr>
<td>FULL PAGE Horizontal</td>
<td>7&quot; x 9.5&quot;</td>
</tr>
<tr>
<td>FULL PAGE No Bleed</td>
<td>8.625&quot; x 11.125&quot;</td>
</tr>
<tr>
<td>DOUBLE PAGE Vertical Spread with Bleed Included</td>
<td>17&quot; x 11.125&quot;</td>
</tr>
</tbody>
</table>

### 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"