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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Media Director
(352) 333-3341
tonyc@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.
## Net Advertising Rates

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

### Full-Color Rates

<table>
<thead>
<tr>
<th>Position</th>
<th>1-2x</th>
<th>3-4x</th>
</tr>
</thead>
<tbody>
<tr>
<td>Double Page Spread</td>
<td>$3,079.50</td>
<td>$2,929.50</td>
</tr>
<tr>
<td>Outside Back Cover</td>
<td>$2,939.50</td>
<td>$2,819.50</td>
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<tr>
<td>Inside Front or Inside Back Cover</td>
<td>$2,749.50</td>
<td>$2,629.50</td>
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<tr>
<td>Full Page</td>
<td>$2,299.50</td>
<td>$2,179.50</td>
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<tr>
<td>1/2 Page Island</td>
<td>$1,439.50</td>
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<td>$1,299.50</td>
<td>$1,229.50</td>
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<tr>
<td>1/3 Page</td>
<td>$1,059.50</td>
<td>$979.50</td>
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<tr>
<td>1/4 Page</td>
<td>$799.50</td>
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<tr>
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<td>$709.50</td>
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<tr>
<td>1/8 Page</td>
<td>$569.50</td>
<td>$539.50</td>
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### Black-and-White Rates

<table>
<thead>
<tr>
<th>Position</th>
<th>1-2x</th>
<th>3-4x</th>
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</thead>
<tbody>
<tr>
<td>Full Page</td>
<td>$1,299.50</td>
<td>$1,229.50</td>
</tr>
<tr>
<td>1/2 Page Island</td>
<td>$999.50</td>
<td>$949.50</td>
</tr>
<tr>
<td>1/2 Page</td>
<td>$829.50</td>
<td>$789.50</td>
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<tr>
<td>1/3 Page</td>
<td>$609.50</td>
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<td>$519.50</td>
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<td>1/6 Page</td>
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<tr>
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<td>$339.50</td>
<td>$319.50</td>
</tr>
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</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 July 2016.
EXTEND YOUR PRINT ADVERTISING INVESTMENT WITH THE UNIQUE BENEFITS OF DIGITAL MEDIA

- Link your ad to the landing page of your choice
- Increase traffic to your website
- Interact with viewers to facilitate the buying process
- Generate an immediate response from customers
- Members and readers receive each issue via email and each new issue is posted on NCPC’s website. A full archive of past issues is available, ensuring longevity for your online presence.

In addition to print, NC Pork Report is also available to members in a fully interactive digital version. Viewers can virtually flip through the pages, forward articles of interest to colleagues, and click on ads to be redirected to the advertiser’s website.

MAG-NAME DIGITAL EDITION

**Toolbar (250 x 50 pixels) | $499.50**
Your company name is displayed on the toolbar, found in the top-right corner of every page of the digital edition next to frequently used navigational icons.

**Skyscraper (200 x 783 pixels) | $1,199.50**
The Skyscraper ad displays the entire time the digital edition is open giving your message consistent and lasting exposure.

**Sponsorship* (550 x 480 pixels) | $1,009.50**
Your message will be prominently displayed directly across from the cover of the magazine.

*Animation and video capabilities available

For the latest online specs, please visit: [http://www.naylor.com/digitalmagspecs](http://www.naylor.com/digitalmagspecs)
2017 EDITORIAL CALENDAR

<table>
<thead>
<tr>
<th>ISSUE</th>
<th>Ships</th>
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<tbody>
<tr>
<td>Spring 2017 (NCP-Q0117)</td>
<td>April 2017</td>
</tr>
<tr>
<td>Summer 2017 (NCP-Q0217)</td>
<td>June 2017</td>
</tr>
<tr>
<td>Fall 2017 (NCP-Q0317)</td>
<td>September 2017</td>
</tr>
<tr>
<td>Winter 2017 (NCP-Q0417)</td>
<td>December 2017</td>
</tr>
</tbody>
</table>

*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: 2017 Whole Hog BBQ Championship
This new rebranded event is now going into its fourth year n 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.
Our communications program is made possible solely through advertiser support. We appreciate the investment that our advertisers make with North Carolina Pork Council and strongly encourage our members to do business with vendors that support our association. Members know that they can confidently select the quality products and services featured within the official resources of NCPC.

- Absolute Swine Insemination Co. LLC
- AgCarolina Farm Credit
- Agri Supply Company
- Alltech
- APC, Inc.
- Atlantic Power Solutions
- Automated Production Systems
- Bayer Corporation
- BB Hobbs Company
- Benchmark Buildings & Irrigation, Inc.
- Big Dutchman Inc.
- Bill Carone Chevrolet
- Cablevey Conveyors
- Cablevey Feeding Systems
- Case IH
- Central Life Sciences
- Compost-A-Mat
- Composting Solutions Inc
- Crawford Engineering and Consulting, PA
- Crumpler Plastic Pipe, Inc.
- Cumberland/Hired-Hand
- D & D Distributing
- Double L Group Ltd.
- DuPont - Danisco Animal Nutrition
- Goodwinol Products Corporation
- Group Benefits and Commercial Services
- Hamlet Protein
- Harrisvaccines, Inc
- Hog Slat
- Innovative Heating Technology Inc.
- Lilley International
- Liphatech, Inc.
- Lyon Technologies, Inc.
- Merck Animal Health
- Motomco, Ltd.
- Munters Corporation
- MVP Laboratories, Inc.
- National Pork Producers Council
- NC Farm Bureau
- Neogen Corporation
- Newport Laboratories
- Norbrook, Inc.
- Novartis
- Once Innovations Inc
- Patriot Stock & Supply Co.
- Pharmacosmos
- Phibro Animal Health
- PIC North America
- PigSmart
- QC Supply LLC
- Quality Equipment, LLC
- Rainman Irrigation, Inc.
- Renco Corp.
- ReproQuest, Inc.
- Snipes Insurance Service Inc
- Southwest Agri-Plastics, Inc.
- Specialty Fertilizer Products (SFP)
- Stubbs & Perdue, P.A.
- Sudenga Industries, Inc.
- SuperNova Manufacturing
- Tri-M AI LLC
- Vitfoss
- Vostermans Ventilation, Inc.
- Wilson Trailer Co.
- Zinssmaster
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"

**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"

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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)

$1500 - Per Issue

eBlast Schedule:
March 24, 2017
June 16, 2017
September 15, 2017
December 14, 2017