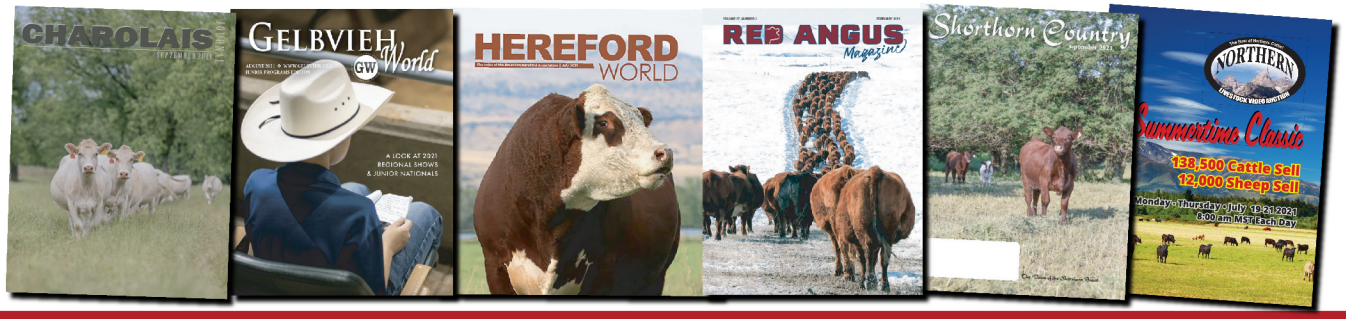
Advertise where sales action is expected

USE THE SAME PUBLICATIONS GENETIC PROVIDERS DO FOR SUCCESS.



OFFICIAL BREED MAGAZINES

Hereford World, Red Angus Magazine, Charolais Journal, Gelbvieh World and Shorthorn Country **Major contributors of genetics that produce our high quality beef in demand worldwide. Genetic providers seek out the best products and technology available as they raise and market the highest valued cattle in the beef industry. Market to these genetic providers and influence their network of commercial bull buying customers to purchase your brands as well.**

REGIONAL PUBLICATIONS

F&R Livestock Resource, The Cattle Business Weekly and Western Ag Reporter **In rural America, many people love buying local. This is especially true when buying bulls which are in close proximity and environmentally-acclimated to local conditions. Buyers like to know the genetic providers personally. Advertise in publications where bulls are marketed, and editorial is tailored for each specific region.**

CATTLE VIDEO AUCTION

Northern Livestock Video Auction Print Catalog **250,000 head sold annually in five sales, this is one of America's largest video auction sales organizations. Reach cattlemen as they are in the business-mindset while buying and selling cattle. Take advantage of this "Point of Purchase" opportunity to influence both buyers and sellers to purchase your products and services for the cattle they are acquiring or have back on the ranch.**

Your One Stop Shop.

Buy One, Two...Or Buy Them All.

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