



MISSOURI **BEEF**
CATTLEMAN

OFFICIAL PUBLICATION OF THE MISSOURI CATTLEMEN'S ASSOCIATION

2019 **MEDIA KIT**

President's Council PARTNERS

Partners: \$10,000

- Brand Wall Plaque at Missouri Beef House
- 6 Full Page Color ads in MBC
- 1 Full Color ad in the convention booklet
- 8x10 Convention Booth
- Steak Fry Choice Sponsor
- Monthly Facebook Post
- 1 Advertorial in MBC
- Large Logo Feature on President's Council Partners page in monthly magazine

Investors: \$7,500

- Brand Wall Plaque at Missouri Beef House
- 4 Full Page Color ads in MBC
- 1 Full Color ad in the convention booklet
- 8x10 Convention Booth
- Steak Fry Select Sponsor
- Monthly Facebook Post
- 1 Advertorial in MBC
- Small Logo Feature on President's Council Partners page in monthly magazine

Diamond: \$5,000

- Brand Wall Plaque at Missouri Beef House
- 2 Full Page Color ads in MBC
- 1 Full Color ad in the convention booklet
- 8x10 Convention Booth
- Steak Fry Table Sponsor
- Listed "Diamond" Feature on President's Council Partners page in monthly magazine

Platinum: \$3,000

- Brand Wall Plaque at Missouri Beef House
- 1 Full Page Color ads in MBC
- 1 Full Color ad in the convention booklet
- Listed "Platinum" Feature on President's Council Partners page in monthly magazine

Gold: \$2,000

- Brand Wall Plaque at Missouri Beef House
- (1) 1/2 Page Full Color ad in MBC
- Listed "Gold" Feature on President's Council Partners page in monthly magazine

Silver: \$1,000

- Brand Wall Plaque at Missouri Beef House
- Listed "Silver" Feature on President's Council Partners page in monthly magazine

Bronze: \$500

- Listed "Bronze" Feature on President's Council Partners page in monthly magazine
- Farm, ranch, county, or producer memorial

**One time commitment*

Media Sources:

Magazine:

Size	One Time	6-12 Times
1 page	-----\$680	----- \$650
2/3 page	-----\$580	---- \$550
1/2 page	-----\$380	---- \$360
1/3 page	-----\$290	---- \$270
1/4 page	-----\$190	---- \$180
1/6 page	-----\$120	---- \$110
2 inchs	-----\$78	----- \$75
1 inch	-----\$38	----- \$36

Add \$230 for 4 color

Prime Cuts Weekly

E-Newsletter:

1 week	----- \$150
1 month	----- \$500
3 months	----- \$750

Newsletter is distributed to
6,000 e-mails each week
**Rates are the same for ads on
website www.mocattle.org*

Facebook:

1 post	----- \$50
1 boosted post	----- \$150

• Boosted posts reaches a
guaranteed 10,000 followers

The Facebook page has
21,000+ followers

App Bull Sale Ads:

1 post/month	----- \$100
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Mailers:

Region	----- \$650
State	----- \$1,000

Magazine Inserts:

2 page	----- \$1,000
4 page	----- \$1,800
6 page	----- \$2,200
8 page	----- \$2,600

Need to knows:

Print Circulation:

Guaranteed 6,000 issue
circulation out no later than
the 5th of each month

Special Issues:

March- Bull Buyers Guide
August- Missouri State Fair
October- American Royal
December- MCA Convention

Specifics:

- No charge for bleed
- Minimum depth 1 in. column.
- No agency commission
allowed on livestock advertising
- Commercial rates available
upon request
- Classifieds 50 cents/word

Digital Specs:

- Ads accepted via email (high
res. PDF), Dropbox, or other
methods of transfer
- InDesign files preferred, but
Photoshop and Illustrator also
accepted. No Publisher files.
- Please include all necessary
art files and fonts if appropriate
- 300 dpi or higher
- Bleed pages 8 3/4 x 11 1/8
trim size 8 1/2 x 10 7/8

Premium Placement:

Inside front cover --- \$950
Inside back cover --- \$950
Back Cover ----- \$1,000

Ring service available upon request

NATIONAL Award Winning PUBLICATIONS

Presented by  Livestock
Publications
Council

2017 James Flanagan
Award for Most Improved
Publication

2018 Top Association
E-Newsletter for weekly
Prime Cuts E-Newsletter

2018 Top Editorial
Column in Missouri Beef
Cattleman Magazine

2018 Top Regular
Column in Missouri Beef
Cattleman Magazine



Advertisement Deadline
15th of Preceding Month

Missouri Beef Cattleman Media Kit

1/4 page 3 1/3" w. x 5" d.	2 inch 3 1/3" w. x 2" d.	2/3 page 7" w. x 6 2/3" d.
	Full page 7" w. x 10" d.	
1/3 page wide 7" w. x 3 1/3" d.		1/6 page wide 7" w. x 2" d.
1/3 page tall 2 1/6" w. x 10" d.	1/2 page tall 3 1/3" w. x 10" d.	1/4 page wide 7" w. x 2 1/2" d.
		1/2 page 7" w. x 5" d.

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Missouri Cattlemen's Assoc.
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Membership available for
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