



MISSOURI **BEEF**
CATTLEMAN

OFFICIAL PUBLICATION OF THE MISSOURI CATTLEMEN'S ASSOCIATION

2020 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:

General-----\$50/post
Reach 5,000----\$150/post
Reach 10,000---\$250/post

The Facebook page has
26,000+ followers

App Bull Sale Ads:
1 post/month ----- \$100

Mailers:

Region ----- \$650
State ----- \$2,750

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 Regular Column
in Missouri Beef Cattleman Magazine

2018 Top Editorial Column
in Missouri Beef Cattleman Magazine

2019 Top Editorial Column
in Missouri Beef Cattleman Magazine

2019 Top Association Website
Runner-Up



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.

Publisher:

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Membership available for producers and industry associates.
Contact the MCA office for more information.