



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](http://www.mocattle.org)*

### Facebook:

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

The Facebook page has  
**21,000+ 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 Editorial  
Column in Missouri Beef  
Cattleman Magazine

2018 Top Regular  
Column in Missouri Beef  
Cattleman Magazine



\*Advertisement Deadline\*  
15<sup>th</sup> 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.
	Full page 7" w. x 10" d.
1/3 page wide 7" w. x 3 1/3" d.	

2/3 page 7" w. x 6 2/3" 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.
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1/4 page wide 7" w. x 2 1/2" d.
1/2 page 7" w. x 5" d.

### Publisher:

Missouri Cattlemen's Assoc.  
2306 Bluff Creek Dr.  
Columbia, MO 65201  
Phone: (573) 499-9162

Membership available for  
producers and industry  
associates. Contact the MCA  
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