2019 MEDIA KIT
# President’s Council Partners

<table>
<thead>
<tr>
<th>Partners: $10,000</th>
<th>Investors: $7,500</th>
<th>Diamond: $5,000</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Brand Wall Plaque at Missouri Beef House</td>
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<td>• Brand Wall Plaque at Missouri Beef House</td>
</tr>
<tr>
<td>• 6 Full Page Color ads in MBC</td>
<td>• 4 Full Page Color ads in MBC</td>
<td>• 2 Full Page Color ads in MBC</td>
</tr>
<tr>
<td>• 1 Full Color ad in the convention booklet</td>
<td>• 1 Full Color ad in the convention booklet</td>
<td>• 1 Full Color ad in the convention booklet</td>
</tr>
<tr>
<td>• 8x10 Convention Booth</td>
<td>• Steak Fry Choice Sponsor</td>
<td>• Steak Fry Table Sponsor</td>
</tr>
<tr>
<td></td>
<td>• Monthly Facebook Post</td>
<td>• Monthly Facebook Post</td>
</tr>
<tr>
<td></td>
<td>• 1 Advertorial in MBC</td>
<td>• 1 Advertorial in MBC</td>
</tr>
<tr>
<td></td>
<td>• Large Logo Feature on President’s Council Partners page in monthly magazine</td>
<td>• Small Logo Feature on President’s Council Partners page in monthly magazine</td>
</tr>
<tr>
<td></td>
<td>• Steak Fry Select Sponsor</td>
<td></td>
</tr>
<tr>
<td></td>
<td>• Monthly Facebook Post</td>
<td>• Listed “Diamond” Feature on President’s Council Partners page in monthly magazine</td>
</tr>
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<td></td>
<td>• 1 Advertorial in MBC</td>
<td></td>
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<td>• 8x10 Convention Booth</td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>Platinum: $3,000</th>
<th>Gold: $2,000</th>
<th>Silver: $1,000</th>
<th>Bronze: $500</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Brand Wall Plaque at Missouri Beef House</td>
<td>• Brand Wall Plaque at Missouri Beef House</td>
<td>• Brand Wall Plaque at Missouri Beef House</td>
<td>• Listed “Bronze” Feature on President’s Council Partners page in monthly magazine</td>
</tr>
<tr>
<td>• 1 Full Page Color ads in MBC</td>
<td>• (1) 1/2 Page Full Color ad in MBC</td>
<td>• Listed “Silver” Feature on President’s Council Partners page in monthly magazine</td>
<td>• Farm, ranch, county, or producer memorial</td>
</tr>
<tr>
<td>• 1 Full Color ad in the convention booklet</td>
<td>• Listed “Platinum” Feature on President’s Council Partners page in monthly magazine</td>
<td>• Listed “Gold” Feature on President’s Council Partners page in monthly magazine</td>
<td></td>
</tr>
</tbody>
</table>

*One time commitment*
Media Sources:

<table>
<thead>
<tr>
<th>Size</th>
<th>One Time 6-12 Times</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 page ------</td>
<td>$680 ---- $650</td>
</tr>
<tr>
<td>2/3 page ----</td>
<td>$580 ---- $550</td>
</tr>
<tr>
<td>1/2 page ----</td>
<td>$380 ---- $360</td>
</tr>
<tr>
<td>1/3 page ----</td>
<td>$290 ---- $270</td>
</tr>
<tr>
<td>1/4 page ----</td>
<td>$190 ---- $180</td>
</tr>
<tr>
<td>1/6 page ----</td>
<td>$120 ---- $110</td>
</tr>
<tr>
<td>2 inches ----</td>
<td>$78 ---- $75</td>
</tr>
<tr>
<td>1 inch ------</td>
<td>$38 ---- $36</td>
</tr>
</tbody>
</table>

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 21,000+ followers

Mailers:

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

Magazine Inserts:

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

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

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 office for more information.

Contact:

Coby Wilson
General Manager & Ad Sales
Phone: (573) 499-9162 ext. 235
coby@mocattle.com

Andy Atzenweiler
Production & Ad Sales
Phone: (816) 210-7713
mobeef@sbcglobal.net

NATIONAL Award Winning PUBLICATIONS

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

Missouri Beef Cattleman Medial Kit

*Advertisement Deadline* 15th of Preceding Month