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# 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 President's ad in MBC
- the convention booklet
- Listed "Platinum" Feature on Council Partners •1 Full Color ad in 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	<b>&gt;•</b>
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 inches	\$78	\$75
1 inch	\$38	\$36

### **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:

Add \$230 for 4 color

General	\$100/post
Reach 5,000-	\$200/post
Reach 10,000-	\$300/post

The Facebook page has 30,000+ followers

### Exclusive Email Ad 1 E-Blast ----- \$200

\*E-Blasts are distributed to 3,600+ recipients.

### Mailers:

Region	\$650
State	\$2,750
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\*Rates may vary based on mailer weight and printing cost.

### **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

### **Advertising 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



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

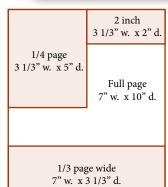
2019 Top Editorial Column in Missouri Beef Cattleman Magazine

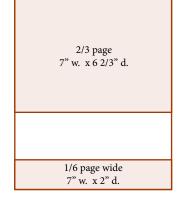
2019 Top Association Website Runner-Up

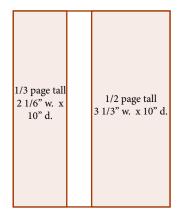


\*Advertisement Deadline\* 15<sup>th</sup> of Preceding Month

# Missouri Beef Cattleman Media Kit







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 office for more information.

### Contact:

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