

2025 MEDIA KIT

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*



MISSOURI
**BEEF
CATTLEMAN**

OFFICIAL PUBLICATION OF THE MISSOURI CATTLEMEN'S ASSOCIATION

President's Council

PARTNERS

Partners: \$10,000

- Brand Wall Plaque at Missouri Beef House
- 6 Full Page Color Ads in MBC
- 1 Full CPage 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 Partners Page in MBC

**Yearly commitment*

Investors: \$7,500

- Brand Wall Plaque at Missouri Beef House
- 4 Full Page Color Ads in MBC
- 1 Full Page 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 Partners Page in MBC

**Yearly commitment*

Diamond: \$5,000

- Brand Wall Plaque at Missouri Beef House
- 2 Full Page Color Ads in MBC
- 1 Full Page Color Ad in the Convention Booklet
- 8x10 Convention Booth
- Steak Fry Table Sponsor
- Listed "Diamond" Feature on President's Council Partners Page in MBC

**Yearly commitment*

Platinum: \$3,000

- Brand Wall Plaque at Missouri Beef House
- 1 Full Page Color Ad in MBC
- 1 Full Color Ad in the Convention Booklet
- Listed "Platinum" Feature on President's Council Partners Partners Page in MBC

**Yearly commitment*

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 MBC

**Yearly commitment*

Silver: \$1,000

- Brand Wall Plaque at Missouri Beef House
- Listed "Silver" Feature on President's Council Partners Page in MBC

**Yearly commitment*

Bronze: \$500

- Listed "Bronze" Feature on President's Council Partners Page in MBC
- Farm, Ranch, County, or Producer Brand Wall Plaque

**One time commitment*



Publisher:

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

**Missouri Beef Cattleman
Media Kit**

MCA & MBC Contacts:

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MCA Executive Vice President
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Magazine:

Size	One Time	6-12 Times
1 page	-----\$680	----- \$660
2/3 page	----\$580	---- \$560
1/2 page	----\$420	---- \$400
1/3 page	----\$320	---- \$300
1/4 page	----\$245	---- \$225
1/6 page	----\$140	---- \$120
2 inches	----\$78	---- \$78
1 inch	----\$38	---- \$38

Add \$300 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-----\$150/post
Reach 5,000---\$250/post
Reach 10,000---\$350/post

The Facebook page has
30,000+ followers

Online Sale Calendar:

MCA Member Sale----- \$50
Non-Member Sale ----- \$150
**Contact the MCA office for details and to list your sale.*

Magazine Inserts:

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

Mailers:

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

**Rates may vary based on mailer weight and printing cost.*

Exclusive Email Ad:

1 E-blast	----- \$300
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**E-blasts are distributed to 3,600+ recipients.*

Need to knows:

Print Circulation:
Guaranteed 6,000 issue circulation out approximately 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 these ad rates
- Classifieds 50 cents/word

Advertising Deadline:
The 15th of Preceding Month

Ad Specs:

- Ads accepted via email (high res. PDF), Dropbox, or other methods of transfer
- 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 --- \$990
Inside back cover --- \$990
Back Cover ----- \$1,100

Ring service available upon request for additional cost.

1/4 page 3 1/3" w. x 5" d.	2 inch 3 1/3" w. x 2" d.
	Full page 8 1/2" w. x 10 7/8" d. Bleed Size 8 3/4" w. x 11 1/8" 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.