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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 Listed at Missouri Beef House
- 1 Full Page Color President's ads in MBC
- 1 Full Color ad in the convention booklet
- "Platinum" Feature on
- 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 -----\$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 Exclusive Email Ad

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

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.

Advertising Deadline:

The 15th of Preceding Month

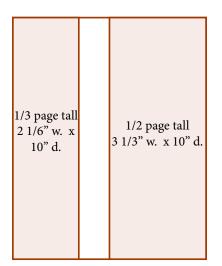
Missouri Beef Cattleman Media Kit

2 inch
3 1/3" w. x 2" d.

1/4 page
3 1/3" w. x 5" 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.



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

Missouri Beef Cattleman Media Kit

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

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
- Commercial rates available upon request
- Classifieds 50 cents/word

Ad 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 avaiable 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:

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

Aly Francis Manager of Strategic Solutions MBC Editor/Production Artist Phone: (573) 499-9162 ext. 235 aly@mocattle.com

