

Montana Stockgrowers Association

2015 Rate Card and Publishing Schedule

Montana Stockgrowers Update

Monthly Newsletter | Circulation 1,500 Print / 2,500 Digital | Publication Size: 8.5"W x 11"H
 Published in two editions - Print (Grayscale; 8-12 pg) and Digital (Full-Color; 20+pg).

ADVERTISING RATES

	Grayscale Print & Digital		Full-Color advertisement in digital, additional \$75 ----- Purchase 3 consecutive months Full-Color Ads, 10% discount (Half page or larger) ----- Cattle Directory Priority Page buyers, additional 25% discount ----- Platinum & Gold Allied Industry Members receive additional advertising privileges (mtbeef.org > Membership Benefits)
	Non-Member	Member	
Insert	\$750	\$600	
Full Page	\$750	\$600	
Half Page	\$475	\$400	
Quarter Page	\$250	\$200	
Business Card	\$75	\$50	

MECHANICAL REQUIREMENTS

	Width (inches) x Height (inches)	All advertisement sizes available in Grayscale or Full-Color (RGB), on a first-come, first-serve basis. Materials must be submitted electronically, photo-ready, 7 days prior to publication date. *Inserts due to printer 12 days prior to publication date*
Insert	8.5 x 11 (2-sided, Full-Color)	
Full Page	8.5 x 11	
Half Page	3.75 x 7.5 or 7.5 x 5	
Quarter Page	3.75 x 5	
Business Card	3.5 x 2	

2015 PUBLICATION DATES

	Materials Due	Publication Date	Est.Delivery
January	16	23	23-28
February	13	20	20-25
March	13	20	20-25
April	17	24	24-29
May	15	22	22-27
June	19	26	26-30
July	17	24	24-29
August	14	21	21-26
September	18	25	25-30
October	16	23	23-28
November	13	20	20-25
December	11	18	18-23



Advertisement Sales Representatives

Jerry Gliko (406) 860-3181 or (406) 277-3001; jlgliko@3rivers.net | Ryan Goodman (406) 603-4024; ryan@mtbeef.org

Montana Stockgrowers Association

420 N. California Helena, MT 59601 | (406) 442-3420 | (406) 449-5105 (F) | www.mtbeef.org

Montana Stockgrowers Association

2015 - 2016 Rate Card and Publishing Schedule

Montana Seedstock and Commercial Cattle Directory

Annual Directory | Print Circulation: 5,000 | Publication Size: 5.5"W x 8.5"H

Notify MSGA of Submissions by June 1 | Final Materials Due June 15

This premier directory is mailed to MSGA members, livestock markets, feeders, and cattle buyers across the U.S. It is also distributed at the numerous national and statewide trade shows, seedstock sales, and other national and state agricultural events.

Listings and Advertisers must be a current MSGA member.

The Directory also published in an interactive digital edition for wider distribution!

View the 2014- 2015 Cattle Directory online at www.bit.ly/MTCattleDirectory2015.



Advertising Rates and Mechanical Requirements

Priority Page (Full Color).....Auction

Priority Page advertisements are auctioned off annually at the MSGA Annual Convention. They are the ONLY advertisements with full color. Priority page advertisers also receive additional benefits. To learn more about becoming a priority page buyer, contact Ryan Goodman, MSGA at (406) 442-3420.

Bleed Size: 5.75" wide x 8.75" tall

Trim Size: 5.5" wide x 8.5" tall

Live Advertisement (Copy area): 4.5" wide x 8.0" tall

<u>Advertisement Size</u>	<u>One Color</u>	<u>Black and White</u>
Full Page Advertisement.....	\$575.....	\$450

If you select a one color advertisement, your advertisement will be black plus one other color of your choice.

Bleed Size: 5.75" wide x 8.75 " tall

Trim Size: 5.5" wide x 8.5" tall

Live Advertisement (Copy area): 4.5" wide x 8.0" tall

Half Page Advertisement.....	\$425.....	\$300
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If you select a one color advertisement, your advertisement will be black plus one other color of your choice.

4.75" wide x 3.75" tall

Line Advertisement: 4.5" wide x 3.25" tall

Commercial Cattle Advertisements.....	\$100
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Commercial Cattle advertisements are only black and white.

2.25" wide x 1.75" tall

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