

# Montana Stockgrowers Association

## 2017 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	

### 2017 PUBLICATION DATES

	Materials Due	Publication Date	Est. Delivery
January	12	18	23-28
February	9	15	20-25
March	9	15	20-25
April	13	19	24-29
May	11	17	22-27
June	15	21	26-30
July	13	19	24-29
August	10	16	21-26
September	14	20	25-30
October	12	18	23-28
November	9	15	20-25
December	8	13	18-23

**STOCKGROWERS Update**  
SEPTEMBER 2016

**MSGA Opposing IRS Estate Tax Regulation**

**MSGA Opposes Initiative 177**

### Advertisement Sales Representatives

Jerry Gliko (406) 860-3181 or (406) 277-3001; jlgliko@3rivers.net | Kori Anderson (406) 442-3420; kori@mtbeef.org

**Montana Stockgrowers Association**

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