

Montana Stockgrowers Association

2019 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).

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 | |

2019 PUBLICATION DATES

| | Materials Due | Publication Date | Est. Delivery |
|-----------|---------------|------------------|---------------|
| January | 4 | 9 | 16-19 |
| February | 8 | 13 | 20-23 |
| March | 8 | 13 | 20-23 |
| April | 12 | 17 | 24-27 |
| May | 10 | 15 | 22-25 |
| June | 14 | 19 | 26-29 |
| July | 12 | 17 | 24-27 |
| August | 9 | 14 | 21-24 |
| September | 13 | 18 | 25-28 |
| October | 11 | 16 | 23-26 |
| November | 8 | 13 | 20-23 |

Stockgrowers Update

AUGUST 2018

UPCOMING EVENTS

Sept 5-6
Bone Classic, Big Sky, MT

Sept 5-6
Montana Range Tour, Sidney, MT

Sept 14
MSGA Board Application Due

Sept 27 - 29
FLC 50th Anniversary, Park City, UT

MSGA BOARD OF DIRECTORS

President
Bryan Kuehnert, Dillon

First Vice President
Fred Wadsworth, Missoula

Second Vice President
Jim Sternbecker, Sidney

North Central District
Ken Peterson, Hahn

Northwest District
Bryan Ratzburg, Colfax

Northeast District
Christopher Christensen, Hinsdale

Shawnee District
Terry

South Central District
Charlie Hahn, Big Timber

Ed Frye, Wills, Sulphur Springs

Western District
Rick Koles

Southwest District
Justin Henshon, Potosi

Southwest District
Jana Vornach, Loma

Director of Communications
Kori Anderson, Kori@mtbeef.org



Hahn Ranch honored for stewardship

The Hahn Ranch, in Townsend, Mont., has been selected as one of six regional honorees of the Environmental Stewardship Award Program (ESAP), announced during the 2018 Cattle Industry Summer Business Meeting/Aug. 1, 2018, recognizes the operation's outstanding stewardship and conservation efforts. This year's regional winners will compete for the national award, which will be announced during the Annual Cattle Industry Convention in New Orleans, La., in February 2019.

Established in 1991 by the National Cattlemen's Beef Association to recognize outstanding land stewards in the cattle industry, ESAP is generously sponsored by Corteva Agriscience, Agriculture Division of DowDuPont, McDonald's, USDA Natural Resources Conservation Service (NRCS), U.S. Fish and Wildlife Service, and the National Cattlemen's Foundation.

"Cattlemen and women everywhere understand that the land, air and water resources in their care are the cornerstone of their success and they are only stewards of those resources for a short time," said MSGA President Kevin Kessler. "Each of us understands the importance of improving those resources and leaving them better for future generations. This year's nominees are outstanding examples of what is possible for the beef industry and they serve as an inspiration for producers everywhere to continue improving their stewardship practices."

Operated by the Hahn family, the Hahn Ranch raises 550 cattle across nearly 20,000 acres of public and private land and has been doing so for nearly a century. Today multiple family members work together on the Hahn Ranch.

"I'm the third generation on the ranch," Chuck Hahn said, "and my sons are the fourth. The fifth generation is coming up with me and my nephews."

With fewer than 12 inches of rain each year, the Hahns have installed more efficient irrigation systems and have added new stock water tanks to allow them to fence their cattle out of riparian zones.

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Advertisement Sales Representatives

Devin Murnin (406) 696-1502; devin.murnin@gmail.com | Kori Anderson (406) 214-5680; kori@mtbeef.org

Montana Stockgrowers Association

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

Montana Stockgrowers Association

2019 - 2020 Rate Card and Publishing Schedule

Montana Seedstock and Commercial Cattle Directory

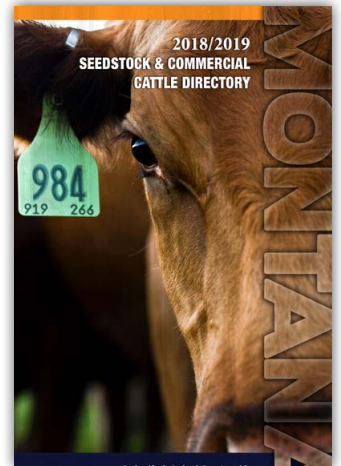
Annual Directory | Print Circulation: 5,000 | Publication Size: 5.5"W x 8.5"H

Notify MSGA of Submissions by July 1 | Final Materials Due July 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!



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 Kori Anderson, 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

Advertisement Size

One Color

Black and White

Full Page Advertisement.....\$650.....\$525

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.....\$500.....\$375

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

Commercial Cattle advertisements are only black and white.

2.25" wide x 1.75" tall

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