

Montana Stockgrowers Association

2020 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) and Digital (Full-Color).

Advertising Rates

	Grayscale Print & Digital		Full-Color advertisement in digital, additional \$75
	Non-Member	Member	
Insert	\$750	\$600	Purchase 3 consecutive months Full-Color Ads, 10% discount (Half page or larger) Cattle Directory Priority Page buyers, additional 25% discount
Full Page	\$750	\$600	
Half Page	\$475	\$400	
Quarter Page	\$250	\$200	
Business Card	\$75	\$50	

Mechanical Requirements

	Width (inches) x Height (inches)	Materials must be submitted electronically, photoready, by the due date.
Insert	8.5 x 11 (2-sided, Full-Color) <i>Bleed: 0.125 inch Margins: 0.25 inch</i>	
Full Page	8.5 x 11 <i>Bleed: 0.125 inch Margins: 0.25 inch</i>	
Half Page	3.75 x 7.5 or 7.5 x 5	
Quarter Page	3.75 x 5	
Business Card	3.5 x 2	

Due Dates

	Materials Due	Materials must be submitted electronically, photo-ready, by the 15th of the preceding month the materials are to be printed in.
January	December 15	
February	January 15	
March	February 15	
April	March 15	
May	April 15	
June	May 15	
July	June 15	
August	July 15	
September	August 15	
October	September 15	
November	October 15	
December	November 15	



Advertisement Sales Representatives

Devin Murnin (406) 696-1502; devin.murnin@gmail.com | Keni Reese (406) 603-4024; keni@mtbeef.org

Montana Stockgrowers Association

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

Montana Stockgrowers Association

2020 RATE CARD AND PUBLISHING SCHEDULE

Montana Seedstock and Commercial Cattle Directory

Annual Directory | Print Circulation: 2,000 | 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 a reach of 2,500.

Check it out at mtbeef.org

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. **Post auction, Priority Pages can be bought at a base price of \$1,400.** To learn more about becoming a priority page buyer, contact Keni Reese, MSGA at (406) 442-3420.

Size (NO BLEED): 4.75"w x 8"h

Size (WITH BLEED): Bleed: 5.75"w x 8.75"h | Trim: 5.5"w x 8.5"h

Please keep text and important graphics out of the outer ¼" margin of the page.

Advertisement Size

One Color
(Black +1 Color)

Black Only

FULL PAGE ADVERTISEMENT.....\$650.....\$525

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

Size (NO BLEED): 4.75"w x 8"h

Size (WITH BLEED): Bleed: 5.75"w x 8.75"h | Trim: 5.5"w x 8.5"h

Please keep text and important graphics out of the outer ¼" margin of the page.

HALF PAGE ADVERTISEMENT.....\$500.....\$375

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

Size (NO BLEED): 4.75"w x 3.75"h

COMMERCIAL CATTLE ADVERTISEMENTS\$100

Commercial Cattle advertisements are only black and white.

Size (NO BLEED): 2.25"w x 2.5"h

Layout templates are available on MSGA's website at mtbeef.org/news/seedstock-commercial-cattle-directory/

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