

# Montana Stockgrowers Association

## 2022 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 | Digital Edition at mtbeef.org

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.

#### Deadlines

##### REGULAR ADS

**June 15** Notify MSGA of Submission

**June 30** Final Materials Due

##### PRIORITY PAGE ADS

**June 1** Priority Page Materials Due

**June 15** Final Ad Due

**\*Listings and Advertisers MUST be a current MSGA member.\***

#### Advertising Rates

##### Advertisement Size

**One Color**  
(Black +1 Color)

**Black Only**

##### PRIORITY PAGE (FULL COLOR)..... AUCTION ONLY

Priority Page advertisements are auctioned off annually at the MSGA Annual Convention. Priority page advertisers also receive additional benefits like, digital advertising, tickets to the grand finale banquet, and a vest. To learn more about becoming a priority page buyer, contact Keni Reese, MSGA at (406) 442-3420.

##### GOLD PAGE ADVERTISEMENT (FULL COLOR)..... \$1,250

Gold Page Advertisements are full-page, full color advertisements that can be bought after the priority page auction. Gold Page buyers will not receive the additional benefits of a priority page buyer.

##### SILVER PAGE ADVERTISEMENT.....\$650.....\$525

Full page, one-color or black only advertisement. If you select a one color advertisement, your advertisement will be black plus one other color of your choice.

##### BRONZE PAGE ADVERTISEMENT.....\$500.....\$375

Half page, one-color or black only advertisement. If you select a one color advertisement, your advertisement will be black plus one other color of your choice.

##### COMMERCIAL ADVERTISEMENT .....\$100

Commercial Cattle advertisements are only black and white.

#### Mechanical Requirements (Width x Height)

| Advertisement  | Bleed         | Ad Size/Trim    | Live Area       | Color         |
|--|---------------|-----------------|-----------------|---------------|
| <b>Full Page w/ bleed</b><br>(Priority, Gold or Silver pages)    | 5.75" x 8.75" | 5.5" x 8.5"     | 4.5" x 7.75"    | Full Color    |
| <b>Full Page w/out bleed</b><br>(Priority, Gold or Silver pages) | No Bleed      | 4.5" x 7.75"    | 4.5" x 7.75"    | Full Color    |
| <b>Bronze Page</b>   | No Bleed      | 4.5" x 3.5"     | 4.5" x 3.5"     | 1 color or BW |
| <b>Commercial Ad</b>   | No Bleed      | 2.125" x 2.125" | 2.125" x 2.125" | Black & White |

**Layout templates are available on MSGA's website at [mtbeef.org/news/seedstock-commercial-cattle-directory/](http://mtbeef.org/news/seedstock-commercial-cattle-directory/)**

#### Advertisement Sales Representatives

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#### Montana Stockgrowers Association

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