

Montana Stockgrowers Association

2024 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	PRIORITY PAGE ADS
June 15 Notify MSGA of Submission	June 15 Priority Page Materials Due
June 30 Final Materials Due	June 30 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 Joey Berndt, 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
Full Page w/ bleed (Priority, Gold or Silver pages)	5.75" x 8.75"	5.5" x 8.5"	4.5" x 7.75"	Full Color
Full Page w/out bleed (Priority, Gold or Silver pages)	No Bleed	4.5" x 7.75"	4.5" x 7.75"	Full Color
Bronze Page	No Bleed	4.5" x 3.5"	4.5" x 3.5"	1 color or BW
Commercial Ad	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/

Advertisement Sales Representatives

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