



# DIGITAL ADVERTISING

---

2025 RATE CARD

MONTANA STOCKGROWERS ASSOCIATION



# INDEX

WHO WE ARE .....	3
ADVERTISING PLACEMENTS .....	4
EMAIL ADVERTISEMENTS .....	5
WEBSITE ADVERTISEMENTS .....	6
SOCIAL MEDIA ADVERTISEMENTS .....	7
ADVERTISING PACKAGES .....	8
MSGA MEMBER DISCOUNTS .....	8
ADVERTISING DUE DATES .....	9
SOCIAL MEDIA ADVERTISING LAWS.....	9
MECHANICAL REQUIREMENTS.....	10
CONTACT US .....	10





# INFLUENCE

Montana Stockgrowers Association (MSGA) is a grass roots nonprofit membership organization with a 140-year history of advocating on behalf of Montana cattle ranchers to ensure cattle ranching remains relevant, safe, & a sustainable way of life for generations to come.

MSGA is the trusted voice of cattle ranchers, and advocate of cattle ranching for state and federal legislators and a true partner in efforts to preserve & advance Montana's cattle industry.

## ADVERTISEMENT SALES REPRESENTATIVES

**Rachael Oliver**      rachael@mtbeef.org | (406) 442-3420

**Devin Murnin**      devin.murnin@gmail.com | (406) 696-1502

www.mtbeef.org | 420 N. California St. Helena, MT 59601

## AUDIENCE

MSGA's audience covers the entire cattle industry, from cattle producers to allied industry members and private land owners. If you want to reach ranchers, our advertising opportunities are the place for you.

### Prime Demographics

26.2% 25 - 34 year olds

23.7% 35 - 44 year olds

19.7% 45 - 54 year olds

## REACH

23,000+ Followers Across Platforms

46,000+ Average Monthly Facebook Reach

3,000 website views per month

# ADVERTISING PLACEMENTS

## Stockgrowers Update e-Newsletter

**Sent to over 1,300 inboxes each month**

A digital, monthly newsletter to keep members informed on MSGA's most important topics. Sent to members via email.



## Weekly Email Update

**Sent to over 1,300 inboxes each Monday**

A weekly email sent to members every Monday to share the timeliest MSGA news, upcoming events, industry updates, and happenings from the previous week.



## Production Sale Preview Email Update

**Sent to over 1,300 inboxes each week, September to April**

Montana's Production Sale Preview is the place to find upcoming livestock sales in Montana. This suite of digital resources will give Montana's producers a central location to find the latest production sales to make the sale season a breeze.

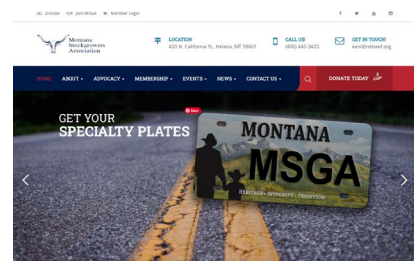
Advertising opportunities in the Montana's Production Sale Preview are available September through April. The Production Sale Preview utilizes website, emails, and Facebook posts to advertise upcoming sales.



## MSGA Website

**[www.mtbeef.org](http://www.mtbeef.org)**

MSGA's website can be found at [www.mtbeef.org](http://www.mtbeef.org) and holds a variety of information from news updates and event information to helpful programs that apply to the livestock industry. It's the "homebase" for all things MSGA.



## MSGA Facebook Account

**[www.facebook.com/MontanaStockgrowersAssociation](https://www.facebook.com/MontanaStockgrowersAssociation)**

MSGA's Facebook account is the place for real-time updates regarding the livestock industry. With over 15,000 followers and an average monthly reach of over 46,000, our Facebook account is a great place to reach Montana's livestock community right now!



# EMAIL ADVERTISEMENTS

## TYPES OF EMAIL ADVERTISEMENTS

### Stockgrowers Update e-Newsletter

\$400/ad	Custom Advertorial
\$400/ad	Custom Video Ad
\$300/ad	Custom Display Ad
\$100/ad	Classified Ad

### Weekly Email Update

\$400/ad	Custom Video Ad
\$300/ad	Custom Display Ad
\$100/ad	Classified Ad

### Production Sale Preview

\$300/ad	Custom Display Ad
----------	-------------------

#### Advertorial

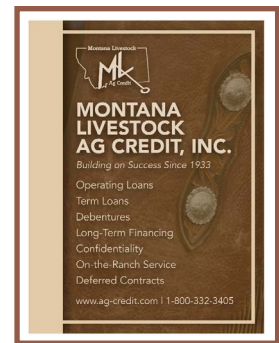
##### This is a Title

*This is a byline*

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Pellentesque pretium neque eu pretium rhoncus. Quisque odio nisl, tempor vitae consectetur porta, condimentum vitae magna. Maecenas eu tortor et urna volutpat rhoncus et ut metus. Suspendisse laculis aliquam sapien ut gravida. Nam imperdiet porta velit ac dignissim. Sed vel sodales justo. Integer vel condimentum tellus. Vestibulum venenatis lobortis lorem, vel molestie ligula luctus at. Nulla nulla augue, placerat at congue a, bibendum eleifend tortor.

[Find more info](#)

#### Custom Display Ad



## DESCRIPTIONS OF ADVERTISEMENTS

### Custom Advertorial ads include:

*An advertorial is an advertisement in the form of editorial content. Great for advertisers looking for brand awareness or promotion of a new product or service!*

- Custom copy written by advertiser and approved by MSGA
- Copy for email advertorials should not exceed 600 words
- Up to two graphic/images provided by the advertiser
- Link to website of advertisers choosing

### Custom Video ads include:

- One video provided by advertiser (Must be linked from vimeo, youtube, etc.)
- Link to website of advertisers choosing
- Video cannot exceed five minutes in length

### Custom Display ads include:

- One image provided by advertiser
- Link to website of advertisers choosing

### Classified Ads include:

- 50 words (max) of ad copy
- Link to website of advertisers choosing
- Displayed in the classified section of the Stockgrowers Update or Weekly Email Update



#### Custom Video Ad

#### Classified Ad



# WEBSITE ADVERTISEMENTS

## TYPES OF WEBSITE ADVERTISEMENTS

\$600/advertorial

Custom Advertorial

\$100/listing

Production Sale Preview Sale Listing

## DESCRIPTIONS OF ADVERTISEMENTS

### Custom Advertorial ad includes:

*An advertorial is an advertisement in the form of editorial content. Great for advertisers looking for brand awareness or promotion of a new product or service!*

- Custom copy written by advertiser and approved by MSGA
- Up to four graphic/images provided by the advertiser to be included on the webpage
- Custom posting schedule to be coordinated between advertiser and MSGA staff
- Permanent place on MSGA's website under the "News" tab in the nav bar
- Copy for website advertorials should not exceed 800 words.
- Link to website and/or one social media account to be included on the webpage
- One Facebook Feed Post on MSGA's Facebook page to promote the advertorial
  - » Facebook page "@" in caption
  - » Link to advertorial in caption
  - » Custom caption copy written by MSGA staff
  - » One Graphic advertisement provided by advertiser
  - » Custom posting schedule to be coordinated between advertiser and MSGA staff

### Production Sale Preview Sale Listing ad includes:

- Ranch Name
- Sale Date
- Link to ranch or sale website
- Digital book with interactive flippable pages, downloadable pdf of sale catalog, or one image

### Advertorial

**MSGA MidYear Meeting Celebrates 140-Year History and Works to Ensure the Future of Ranching in Montana**

Posted by Montana Stockgrowers Association | May 21, 2024 | Mid Year Meeting Press Release



**MSGA NEWS**

**MILEST CITY, Mont., May 21, 2024**—The Montana Stockgrowers Association (MSGA) wrapped up the 140th MidYear Meeting on Thursday, May 20 in Miles City, Montana, with record-breaking attendance of over 200 attendees. Spirits were high at the event which included a call for unity in the livestock industry, discussions on the Producer Profitability Initiative, and growers' policy work that focused on the future of the livestock industry.

MSGA's 140th anniversary held a watershed that on the first day that shared insights learned during MSGA's Producer Profitability Learning Session focused throughout the spring. MSGA's President, John Grande, Executive Vice President, Lesley Robinson, Second Vice President, Turk Small, and Executive Vice President, Raybe Hornapple, discussed highlights from the roughly 24,000 miles road show the organization held in recent months, over 1,000 ranchers participated in learning sessions across the state. The group shared that as the organization moves forward, the future lies in industry membership, tools for succession planning, and labor will be a focus for the organization through this initiative.

One of the membership's favorite highlights of the event included a weather update from MSGA's partner, Meteorologist Bryan Skidmore. Skidmore shared that the next few weeks will be a significant indicator of how long the Montana Winter has had in May will tell but producers should be prepared for warmer than average temperatures, limited moisture through the summer months, and another winter like this past year.

National Cattlemen's Beef Association (NCBA) President, Mark Olshak, kicked off the event during the Opening General Session where he gave attendees updates on endangered species, federal land management, and the farm bill.

The Montana Stockgrowers Association's (MSA) Sunset Banquet raised over \$15,000 in support of MSA's mission to reduce the future of Montana's cattle industry through education and public education, and promotion of MSGA programs. Kyle Olshak & the West Side Boys closed out the night at the Sunset Banquet After Party.

Thursday morning started with an Amosette Address, a local Miles City historian, shared a history of MSGA. Ten years of conversations in the foothills, Miles City, and a few of the association's early accomplishments, during the Coffee Table session.


For more information on MSGA or the MidYear Meeting, visit [www.mtsa.org](http://www.mtsa.org).



### Sale Listing

**Hinman Angus Ranch**

Sale Date: April 2, 2024  
1:00 pm MDT  
10 miles east of Malta, MT  
[www.hinmanangus.com](http://www.hinmanangus.com)



**WE ALL SORT FOR POUNDS!**

**POUNDS PER SQUARE INCH**

**Selling 200 Registered Angus Bulls**

**Tuesday April 2, 2024**

**1:00 pm MDT**

**At the Ranch (Private Sale) (Malta, MT)**

**PSI 1001** — We raise 'em for pounds, because you sell them by the pound.

**Hinman Angus**

**We do one thing... Angus!**

**Steve & Tracie Hinman**  
408-654-1800  
Email: [info@hinmanangus.com](mailto:info@hinmanangus.com)  
[HinmanAngus.com](http://HinmanAngus.com)  
PO Box 100 • Malta, MT 59001

*Bulls that will keep you in the Cow Business!*



# SOCIAL MEDIA ADVERTISEMENTS

## TYPES OF SOCIAL MEDIA ADVERTISEMENTS

\$200/post	Facebook Feed Video Post
\$100/post	Facebook Feed Post
\$75/post	Facebook Story Post

## DESCRIPTIONS OF ADVERTISEMENTS

### Facebook Feed Video Post include:

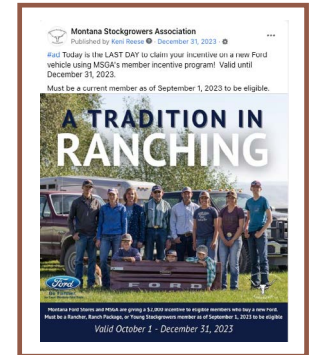
- One video provided by advertiser (Can be linked from vimeo, youtube, etc. or uploaded directly to Facebook by MSGA)
- Video cannot exceed five minutes in length
- Link to website of advertisers choosing in caption
- Facebook page "@" in caption
- Custom caption copy written by MSGA staff
- Custom posting schedule to be coordinated between advertiser and MSGA staff

### Facebook Feed Post includes:

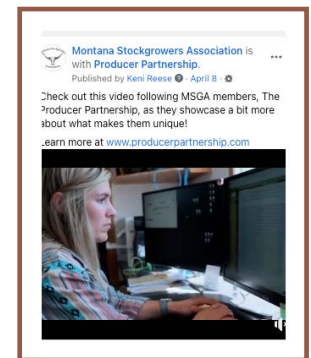
- Facebook page "@" in caption
- Link to website of advertisers choosing in caption
- Custom caption copy written by MSGA staff
- One Graphic advertisement provided by advertiser
- Custom posting schedule to be coordinated between advertiser and MSGA staff

### Facebook Story Post includes:

- Tag of advertiser's page in story post
- One graphic advertisement provided by advertiser
- Custom posting schedule to be coordinated between advertiser and MSGA staff
- Story posts disappear after 24 hours



Facebook Feed Post



Facebook Video Post



Facebook Story Post

# ADVERTISING PACKAGES

## DIGITAL PACKAGES

### \$1,575 | Prime Package

- 4 Facebook Feed Posts
- 4 Custom Display Ads in the Weekly Email Update
- 2 Facebook Story Posts

### \$1,328 | Choice Package

- 2 Facebook Feed Posts
- 4 Custom Display Ads in the Weekly Email Update
- 1 Facebook Story Posts

### \$630 | Select Package

- 1 Facebook Feed Posts
- 2 Custom Display Ads in the Weekly Email Update

## PRODUCTION SALE PREVIEW PACKAGES

### \$720 | Silver Package

- 2 Custom Display Ads in the Production Sale Preview Email
- 1 Sale Listing on mtbeef.org/upcomingsales
- 1 Facebook Feed Post

### \$1,080 | Gold Package

- 3 Custom Display Ads in the Production Sale Preview Email
- 1 Sale Listing on mtbeef.org/upcomingsales
- 2 Facebook Feed Post

## STOCKGROWERS UPDATE E-NEWSLETTER PACKAGES

### \$810 | Three Consecutive Months Package – 10% Discount

- 3 Custom Display Ads in the Stockgrowers Update e-Newsletter Email

# MSGA MEMBER DISCOUNTS

PACKAGES	MSGA MEMBER 15% Discount	BIG SKY COUNTRY RANCH PACKAGE 20% Discount	ORO Y PLATA RANCH PACKAGE 25% Discount	TREASURE STATE RANCH PACKAGE 30% Discount	M BAR RANCH PACKAGE 35% Discount	PRIORITY PAGE BUYER 35% Discount
<b>Digital Packages</b>						
Prime	\$1,488	\$1,400	\$1,313	\$1,225	\$1,138	\$1,138
Choice	\$1,254	\$1,180	\$1,106	\$1,033	\$959	\$959
Select	\$595	\$560	\$525	\$490	\$455	\$455
<b>Production Sale Preview Package</b>						
Gold	\$1,020	\$960	\$900	\$840	\$780	\$780
Silver	\$680	\$640	\$600	\$560	\$520	\$520
<b>e-Newsletter Package</b>						
3 Consecutive Months	\$765	\$720	\$675	\$630	\$585	\$585



# ADVERTISING DUE DATES

## STOCKGROWERS UPDATE E-NEWSLETTER

---

Materials must be submitted electronically, photo-ready, by the 15th of the preceding month the materials are to be included in. The newsletter will be sent out via email to MSGA members.

Month Published	Materials Due
<i>January</i>	December 15
<i>February</i>	January 15
<i>March</i>	February 15
<i>April</i>	March 15
<i>May</i>	April 15
<i>June</i>	May 15
<i>July</i>	June 15
<i>August</i>	July 15
<i>September</i>	August 15
<i>October</i>	September 15
<i>November</i>	October 15
<i>December</i>	November 15

## WEEKLY EMAIL UPDATE

---

At least two weeks prior to the day of publishing.

## WEBSITE

---

At least two weeks prior to the day of publishing.

## FACEBOOK

---

At least two weeks prior to the day of publishing.

# SOCIAL MEDIA ADVERTISING LAWS

To follow in accordance with FTC laws, MSGA must disclose to followers any "material connection" advertising partners. Therefore, all paid posts and campaigns will be required say #ad/#sponsored on social as well as an advertisement disclosure on an advertorial. These disclosures will be stated at the beginning or toward the beginning of each post.

# MECHANICAL REQUIREMENTS

Advertisements/graphics must be submitted electronically and photo ready. All advertisements should be sent in .pdf, .png, or .jpg formats.

Although MSGA reserves the rights to create the language in the post description boxes as we see fit, we are more than happy to work with you to create language for the advertisement that benefits both parties. If you have specific requirements for copy, please contact Keni Reese at [keni@mtbeef.org](mailto:keni@mtbeef.org).

Sticking with these sizing requirements will keep your advertisement in best resolution possible.

## EMAIL SPECS

---

Advertisements for email posts should not exceed 600 pixels wide and 1,000 pixels in length.

## FACEBOOK SPECS

---

**Facebook Feed:** We don't have a specific requirement on the dimensions of your Facebook Feed advertisement, but we recommend 1,080 x 1,350 pixels.

**Facebook Story:** Story advertisements must be 1,080 x 1,920 pixels.

## WEBSITE SPECS

---

Copy for advertorials should not exceed 800 words. Images must be no larger than 72 ppi and 100 KB. You may provide up to four images per advertorial.

# CONTACT US

## ADVERTISEMENT SALES REPRESENTATIVES



**Rachael Oliver**

[rachael@mtbeef.org](mailto:rachael@mtbeef.org)

(406) 442-3420



**Devin Murnin**

[devin.murnin@gmail.com](mailto:devin.murnin@gmail.com)

(406) 696-1502