

MONTANA STOCKGROWERS ASSOCIATION CATTLE DIRECTORY - RATE CARD

Published each August | 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 1:** Payment and Final Ad Due

Priority Page Ads

- **April 1:** Payment Due
- **June 1:** 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 such as digital advertising and tickets to the grand finale banquet. To learn more about becoming a priority page buyer, contact Ian Kane, 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 <i>(Priority, Gold or Silver pages)</i>	5.75" x 8.75"	5.5" x 8.5"	4.5" x 7.75"	Full Color, 1 color, or BW
Full Page w/out bleed <i>(Priority, Gold or Silver pages)</i>	No Bleed	4.5" x 7.75"	4.5" x 7.75"	Full Color, 1 color, or BW
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/what-we-do/advertise/