



DIGITAL ADVERTISING

2026 RATE CARD

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WHO WE ARE

Since 1884, the Montana Stockgrowers Association (MSGA) has been the voice for ranchers in Montana. Today, our vision is to exemplify leading innovation in ranching while preserving Montana's complex natural landscape, history, economy, ethics and social values.

MSGA is the trusted voice of cattle ranchers, serving as a true partner in efforts to preserve and advance Montana's cattle industry by advocating for cattle ranching in the state and federal legislatures.

CONTACT

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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 events and programs are the place for you.

Prime Demographics

20.2% 25 - 34 year olds

24.8% 35 - 44 year olds

21.5% 45 - 54 year olds

Reach

27,700+ Followers Across Platforms

220,400+ Average Monthly Facebook Views

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 Friday, September - 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

MSGA's website can be found at 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

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 over 220,400 views per month, 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

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

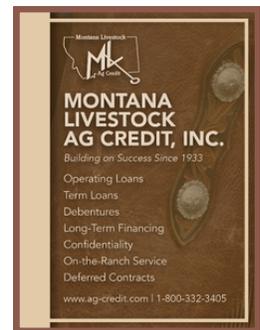
Classified Ads include:

- 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

Advertorial



Custom Display Ad



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

The screenshot shows a news article from MSGA NEWS. The headline is "MSGA Mid-Year Meeting Celebrates 140-Year History and Works to Ensure the Future of Ranching in Montana". Below the headline is a photo of several people at a meeting. The article text discusses the 140th Mid-Year Meeting held in Miles City, Montana, on May 31, 2026. It mentions that over 200 attendees participated in the event, which included a call for unity in the livestock industry, discussions on the Producer Profitability Initiative, and a focus on the future of the livestock industry. The article also highlights the MSGA's leadership team, including President John Granda, and mentions that the meeting was held at the Miles City Convention Center. The article concludes with a call to action for more information on MSGA or the Mid-Year Meeting, directing readers to the website www.msga.org.

Sale Listing

The screenshot shows a sale listing for Split Diamond Ranch. The headline is "Split Diamond Ranch" and the sale date is "Thursday, March 5, 2026". The website www.splitdiamond.com is listed. The listing features a large image of a black Angus bull with the name "SIXTY HOBBO EIGHT" and a price tag of "\$15,000.00". Below this is a smaller image of another Angus bull. The text describes the sale as the "35th Annual ANGUS BULL SALE" and mentions that the bulls are from the top Angus sires. The listing also includes contact information for the ranch and a note about the ranch's commitment to quality and customer service.

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

Advertising Packages are offered at a 10% discount.
MSGA members receive additional discounts listed below.

\$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/events/featured-sales
- 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 Pkg 20% Discount	Oro Y Plata Ranch Pkg 25% Discount	Treasure State Ranch Pkg 30% Discount	M Bar Ranch Pkg 35% Discount	Priority Page Buyer 35% Discount
Digital Packages						
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
Production Sale Preview Packages						
Gold	\$1,020	\$960	\$900	\$840	\$780	\$780
Silver	\$680	\$640	\$600	\$560	\$520	\$520
e-Newsletter Package						
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.

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.

Month Published	Materials Due
January	Dec 15
February	Jan 15
March	Feb 15
April	Mar 15
May	Apr 15
June	May 15
July	Jun 15
August	Jul 15
September	Aug 15
October	Sep 15
November	Oct 15
December	Nov 15

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 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 R Lairy at 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



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