

# Media Kit 2020



**THE MINNESOTA CATTLEMAN®**

The Minnesota Cattleman® is the official publication of the Minnesota State Cattlemen's Association. The newspaper is published in tabloid version (17" by 11") six times during the year and is sent to all members of MSCA including beef producers, beef industry supporters, property owners, allied industry partners as well as state and local government officials with a circulation of 3,000

## Editorial Calendar

February- Cow Calf and Seed Stock  
April- Feedlot Feature  
June- Health, Cattle & Cattlemen  
August- Pasture Management  
October- Livestock Marketing  
November- Convention

## Advertising Deadline

January 20th  
March 23rd  
May 22th  
July 20th  
September 21th  
October 19th

## Advertising Contact Info

Allison VanDerWal  
Executive Director  
[allison@mnsca.org](mailto:allison@mnsca.org)  
507-822-5921



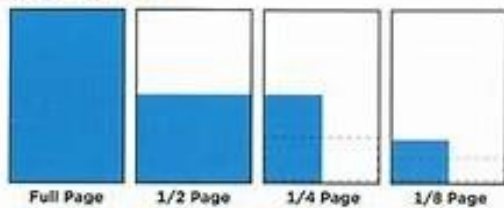
[www.mnsca.org](http://www.mnsca.org)  
763-479-1011

# Advertising Specs

The following rates would apply if you are not a member of the Minnesota Beef Alliance. Rates are the same for color and black-and-white printing.

Full Page: Max width=10 ½ Max height=14 ½	\$600
Half Page: Max width=10 ½ Max height=7	\$300
Quarter Page: Max width=5 Max height=7	\$200
Eighth page: Max width=2 ½ Max height=3	\$100

## Ad sizes



Design services are not provided, ads must be pre-designed, preferably in PDF format

## Product Ad Inserts

Advertiser supplied inserts can be included in the Minnesota Cattlemen for a negotiated price.

Contact Allison VanDerWal for quotes  
allison@mnsca.org

# Online Advertising

Hero Banner	
Monthly:	\$250
6 Months:	\$850
Annual:	\$120
Resource Page:	
Monthly:	N/A
6 Months:	\$300
Annual:	\$500

MNSCA website advertising options:

- Advertisements will be placed in the hero banner rotation at the top of the site. Images need to be a 16:9 ratio (1300px \* 731px)
- Advertisements will be placed on the MNSCA website resource page. This page allows your organization or business to be linked to a one stop resource page for the cattle industry.

# E-Bulletin

The MSCA E-Bulletin: The Policy Pen, is emailed to all members every Friday afternoon. The Policy Pen contains updates and news from MSCA

MSCA Member Rates:  
\$128/Months  
\$350/3 Months

Regular Rates:  
\$160/Month  
\$450/3-months