

# 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, MSCA  
Office: 763-479-1011  
Email: [allison@mnsca.org](mailto:allison@mnsca.org)



[www.mnsca.org](http://www.mnsca.org) ▪ [mnsca@mnsca.org](mailto:mnsca@mnsca.org) ▪ 612-618-6619

# 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: \$600

Max width=10 ½ Max height=14 ½

Half Page: \$300

Max width=10 ½ Max height=7

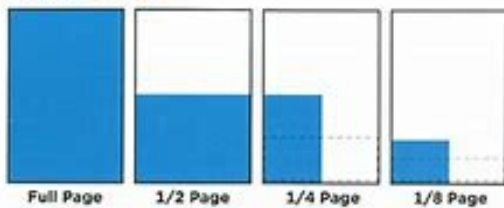
Quarter Page: \$200

Max width=5 Max height=7

Eighth page: \$100

Max width=2 ½ Max height=3

## Ad sizes



Design services are not provided, ads must be predesigned, preferably in PDF format

## Product Ad Inserts

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

Contact Aimee Sitter for quotes  
[aimee@mnsca.org](mailto:aimee@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 SDCA 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