

MSCA 2023 Media Kit



NEWSPAPER

The Minnesota State Cattleman newspaper is the official publication of the Minnesota State Cattlemen's Association. The newspaper is published in tabloid version (17" by 11") six times per 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.

Advertising Specs

*Rates apply if you are not a Beef Alliance member

*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=2½ Max height=3).....\$100

Publication Topics and Deadlines

Month	Topic	Deadline
February	Cow Calf and Seed Stock	February 10th
April	Feedlot Feature	March 21st
June	Health, Cattle & Cattlemen	May 16th
August	Pasture Management	July 18th
October	Livestock Marketing	September 19th
December	Convention	November 17th



E-NEWSLETTER

Titled the Policy Pen, this e-newsletter is sent every Friday afternoon to producers, agricultural companies and industry supporters who want to be informed on the latest in the beef industry.

MSCA Member Rates:

- \$130/month
- \$350/ 3-months

Regular Rates:

- \$160/month
- \$450/3-months



WEBSITE

Advertise on our website or be included in our resources tab to reach more beef producers in our state:

Hero Banner

Monthly: \$250

6-months: \$850

Annual: \$1200

Resource Page

Monthly: N/A

6-months: \$300

Annual: \$500



ADDITIONAL

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

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



CONTACT

Kaitlyn Root at kaitlyn@mnsca.org or 320-535-0944 to advertise.