

Minnesota State Cattlemen's Association 2026 Media Kit

NEWSPAPER

The Minnesota 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 around 1,100.

Advertising Specs

*Rates apply if you are not a Beef Alliance member

*Rates are the same for color and black-and-white printing

*Discounted rates for MSCA members - <https://www.mnsca.org/become-a-member>

Full Page:

(Max width=10.125" Max height =14.375").....\$600 for MSCA members, \$700 for nonmembers

Half Page:

(Max width=10.125" Max height=7.125").....\$300 for MSCA members, \$400 for nonmembers

Quarter Page:

(Max width=5" Max height=7").....\$200 for MSCA members, \$300 for nonmembers

Eighth page:

(Max width=2½" Max height=3").....\$100 for MSCA members, \$200 for nonmembers



Publication Topics and Deadlines

Month	Topic	Deadline
February	2025 MN Convention Recap	Monday, January 26
April	General	Monday, March 30
June	2026 Summer Tour Preview	Monday, May 25
August	2026 Summer Tour/Farmfest Recap	Monday, July 27
October	General	Monday, September 21
November	2027 Convention Preview	Monday, October 19

E-NEWSLETTER

Titled the Policy Pen, this e-newsletter is sent once a week (typically Fridays) to producers, agricultural companies and industry supporters who want to be informed on the latest in the beef industry. This e-newsletter is sent to around 1,600 people.

MSCA Member Rates:

\$130/month

\$350/ 3-months

Regular Rates:

\$160/month

\$450/3 months

Newsletter Ad Sizing

10MB or smaller

“Instagram-sized” ad

800-1,200 px wide



WEBSITE

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

Hero Banner (located on the bottom of our web page)

Monthly: \$250

6-months: \$850

Annual: \$1,200

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 763-479-1011 to advertise.

