

# Minnesota State Cattlemen's Association 2024 Media Kit



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## 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 1,500.

### *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
January	2023 Convention Recap	January 8
March	Cow/Calf Edition	March 8
May	2024 Summer Tour Preview	May 6
July	2024 Summer Tour Recap	July 9
September	Stocker/Feeder Edition	September 9
November	2024 Convention Preview	November 8

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## E-NEWSLETTER

Titled the Policy Pen, this e-newsletter is sent once a week 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

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## 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

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## 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.

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## CONTACT

Kaitlyn Root at [kaitlyn@mnsca.org](mailto:kaitlyn@mnsca.org) or 763-479-1011 to advertise.