

Arizona Cattle Growers' Association **ADVERTISING PACKET**



About Us

At Arizona Cattle Growers' Association, we protect, promote, and sustain Arizona cattle ranching for present and future generations through grassroots advocacy, policy formation, and education.



PRINT ADVERTISING

602.267.1129

P.O. Box 1267 Buckeye AZ, 85326

Cattlelog@azcattlegrowers.org

<https://www.azcattlegrowers.org/>

To Arizona Cattlelog Advertisers.....

Thank you for investing your advertising dollars in *Arizona Cattlelog*. We are dedicated to providing personalized service that will help you meet your advertising goals. We are committed to producing a reliable and credible publication that will attract quality clients to your ranch, business, or service. Sincere appreciation for placing your trust in us.

— The Staff of Arizona Cattle Growers' Association

Mechanical Specifications

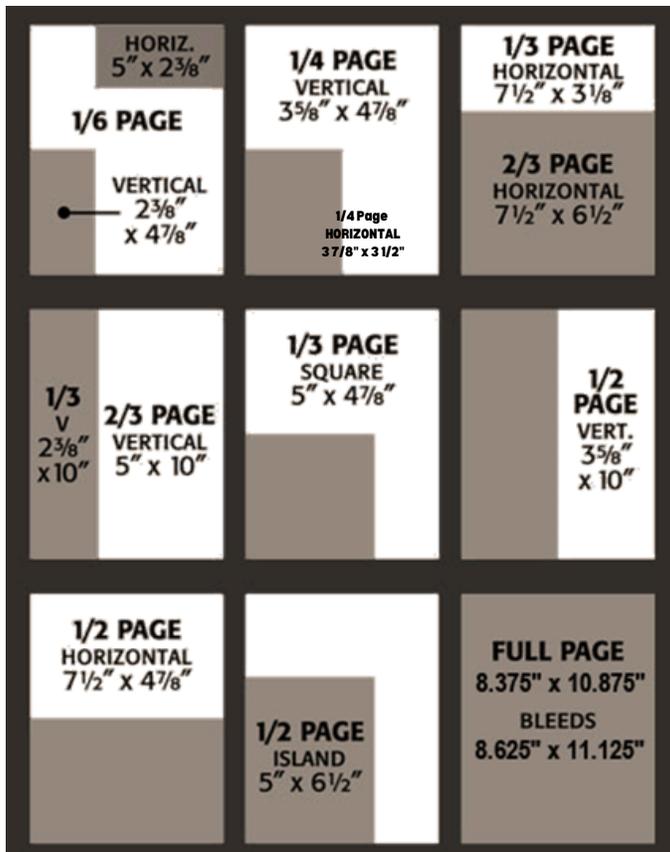
- Trim size of magazine is 8.375" x 10.875". Bleed ads should extend beyond trim size a minimum of 1/8". Leave at least 1/2" margin from overall document size to live image area.
- Ads can be sent electronically to the cattlelog@azcattlegrowers.org JPEG/JPG & PNG files are preferred, but we also accept pdf, tiff, ai, or eps files. Files should be flattened, converted to CMYK, and be at least 300 dpi in resolution.
- There is no rate difference between black and white and full-color advertisements.

ACGA MEMBER

Ad Space-
Order less than **6** months at full rate
Order **6** ads in a **12-month** period 10% Discount - Choose preferred month
Order **12** ads in a **12-month** period 20% Discount - Choose preferred month

NON ACGA MEMBER

Order **6** ads in a **12-month** period
Order **12** ads in a **12-month** period



SCHEDULE

Each Issue

AD Deadline- 15th of Every Month

Projected Mailing Date- The first week of the following month (subject to change)

ADVERTISING RATES	PER ISSUE
Business Card in Marketplace/ Classified (1-1/4" x 2-3/8")	\$60
1/6 Page 2 3/4 X 4 7/8	\$250
1/4 Page 3 5/8 X 4 7/8	\$325
1/3 Page 7 1/2 X 4 7/8	\$400
1/2 Page 7 1/2 X 4 7/8	\$450
2/3 Page 7 1/2 X 6 1/2	\$575
Full Page**	\$675
Front Inside Cover (Full Page)**	\$750
Premiere Placement (Full Page)**	\$725
Back Cover (Full Page)**	\$750
Inside Back Cover (Full Page)**	\$750

*Purchaser of a Full Page ad receives a FREE Business Card in Marketplace

Order Your Ads Today!

cattlelog@azcattlegrowers.org

Herd That! eNewsletter Advertising

Distributed weekly to ACGA members, industry partners and supporters.

1. Standard Placement (Inside Newsletter)
 - o Graphic ad placed within regular Herd That! content
 - o Advertiser supplies creative
 - o 600x300 recommended
 - o Flat Rate: \$175 per issue
2. Premium Top Banner
 - o Exclusive top position
 - o Advertiser supplies creative
 - o Flat Rate: \$250 per issue
3. Dedicated eBlast (Standalone Email)
 - o Exclusive email sent to full subscriber list
 - o Advertiser supplies creative
 - o Sent by ACGA to protect list privacy
 - o Include 1 social post
 - o Flat Rate: \$1,000 per send

Website Advertising

Website Banner Advertising

Hosted on www.azcattlegrowers.org

Advertiser supplies creative

1. Homepage Leaderboard (Top Banner)
 - o 728x90 or similar
 - o Rotating placement
 - o \$400/month
 - o \$1,000/quarter
2. Sidebar Banner (Interior Pages)
 - o 300x250
 - o \$250/month
 - o \$650/quarter
3. Featured Partner Spotlight
 - o Logo + link on homepage
 - o \$500/quarter

Social Media Advertising

Social Media Promotion

Promoted through ACGA's Facebook and Instagram channels.

1. Single Sponsored Post
 - o 1 feed post
 - o \$175
2. Post + Story Package
 - o 1 feed post + 2 story frames
 - o \$325
3. 3-Post Campaign
 - o Scheduled over 30 days
 - o \$750

Bundle Packages

Digital + Print Packages

1. Bronze Package – \$950
 - o 1 Full Page Cattlelog
 - o 1 Herd That! Standard Placement
 - o 1 Social Post
2. Silver Package – \$1,350
 - o 1 Full Page Cattlelog
 - o 1 Premium Herd That! Placement
 - o 1 Dedicated eBlast
3. Gold Package – \$2,000
 - o 1 Premium Print Placement
 - o 1 Dedicated eBlast
 - o 3 Social Posts
 - o 3 Months Website Banner

ACGA does not release or sell member email lists. All digital distribution is managed internally.

Order Your Ads Today!

cattlelog@azcattlegrowers.org



Advertising Order Form

Business Name

Business Billing Address

Contact Name

Contact's Email

Contact's Phone Number

Ad Size and or description

6 Months 12 Months Other

***Purchasing 6 months receives a 10% discount
12 months receives 20% discount**

Date

YES NO

Current ACGA Member

Membership ID

Not a member, interested
in information about
becoming an ACGA Member

Circle Preferred Months

January February March April May June

July August September October

November December

Total Amount Due: _____

Please return this form with payment
Payable to ACGA
P.O. Box 1267
Buckeye AZ 85326