

2024
OHIO CATTLEMEN'S ASSOCIATION
Advertising Opportunities

Media kit for all print & digital advertising



PUBLISHED 6 TIMES PER YEAR | CIRCULATION OF 3,500

Ohios only beef focused publication!



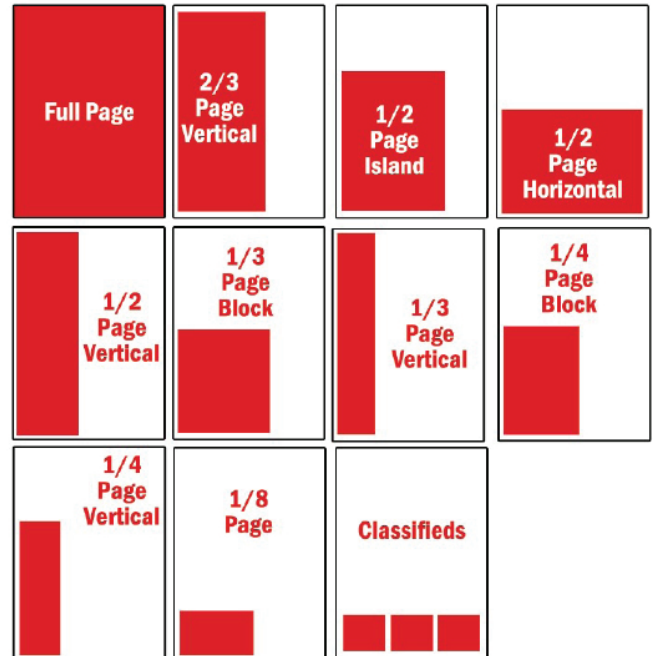
2024 ISSUES & DEADLINES

Winter	Ad Materials Due: Nov. 29	Mails: Dec. 15
Expo	Ad Materials Due: Jan.31	Mails: Feb. 16
Spring	Ad Materials Due: April 3	Mails: April 19
Summer	Ad Materials Due: June 19	Mails: July 8
Early Fall	Ad Materials Due: Aug. 7	Mails: Aug. 23
Late Fall	Ad Materials Due: Sept. 4	Mails: Sept. 20

AD SIZES & DIMENSIONS

	Width	Height
Trim Size	8.375"	10.875"*
1 page	7.625"	10.125"
2/3 page	5"	10.125"
1/2 page horizontal	7.625"	5"
1/2 page block	5"	7.625"
1/2 page vertical	3.6875"	10.125"
1/3 page block	5"	5"
1/3 page vertical	2.375"	10.125"
1/4 page block	3.6875"	5"
1/4 page vertical	2.375"	7.5"
1/8 page	3.6875"	2.375"
Classified Ad	2.375"	2"
Column Inch	2.375"	1"

* For full page bleeds, add 1/8" on all sides to the trim size. Remember 7.625" x 10.125" is the live area.



LOCAL RATES

Ad Size	BW	1 Color	2 Colors	Full Color
Full Page	\$460	\$550	\$640	\$730
2/3 Page	\$345	\$435	\$525	\$615
1/2 Page	\$260	\$350	\$440	\$530
1/3 Page	\$175	\$265	\$355	\$445
1/4 Page	\$145	\$235	\$325	\$415
1/8 Page	\$105	\$195	\$285	\$375
Classified	\$50	\$140	\$230	\$320

* Multiple insertion discount available.
Ad copy may be changed on multiple insertions.



REQUIREMENTS

- ➔ Images & Ads must be high resolution: minimum 300 dpi
- ➔ Files must be submitted in CMYK or grayscale files

DISCOUNTS

OCA members receive a 10% discount when advertising their farm products such cattle, freezer beef, etc.

Frequent advertising: receive an additional 5% discount when you advertise in three or more issues. Must commit to three ads up front to receive the discount.

AD DESIGN

Ad design is available upon request. The magazine reserves the right to add an additional fee of 20% for complex designs.

To request an ad design, please contact Manager of Communications & Managing Editor, Hannah Weymouth at hweymouth@ohiocattle.org. Ad design must be requested **one week** prior to the advertising materials deadline.

INSERTS

Preprinted inserts are charged at 60% of the equivalent space rate plus insertion and folding charges.

SALES REPRESENTATIVE

Please contact **Luke McKee** to reserve your ad space:

Phone: 614-873-6736
Email: lmckee@ohiocattle.org

**MAGAZINE ALSO
AVAILABLE DIGITALLY
AT OHIOCATTLE.ORG**

Ohio Cattlemen's Association
10600 U.S. Highway 42
Marysville, Ohio 43040
614-873-6736 | cattle@ohiocattle.org
www.ohiocattle.org

**MAILED IN WINTER ISSUE & DISTRIBUTED AT EVENTS/AUCTION MARKETS
CIRCULATION OF 8,000**



2024 DEADLINE

Ad Materials Due: November 15 | Mail Date: December 15

LOCAL RATES

Monthly Ad **\$875 Jan.-Dec.**
Calendar Blocks **\$75 per block or 2 for \$100**
Place your full-color logo and a short message or your address, phone number and website in the purchase blocks.
Date Listing **\$50 per date**
List your event on the OCA calendar.

***Calendar blocks and date listings will also be included in the OCA bi-weekly e-newsletter and on the website under upcoming events.**



Calendar Block

Date Listing

MECHANICAL REQUIREMENTS

Please include a .125" bleed on all print-ready submissions.

Live Area: 10" x 7.5"

Trim Size: 10.875" x 8.375"

SALES REPRESENTATIVE

Please contact **Luke McKee to reserve your ad space:**

Phone: 614-873-6736

Email: lmckee@ohiocattle.org

Ohio Cattlemen's Association
10600 U.S. Highway 42
Marysville, Ohio 43040
614-873-6736 | cattle@ohiocattle.org
www.ohiocattle.org

CIRCULATION OF 5,000 | DISTRIBUTED AT THE OHIO BEEF EXPO
2024 DATES: MARCH 15 - 17 | MAILED INSIDE EXPO ISSUE OF MAGAZINE
ATTENDED BY OVER 30,000 CATTLE INDUSTRY ENTHUSIASTS



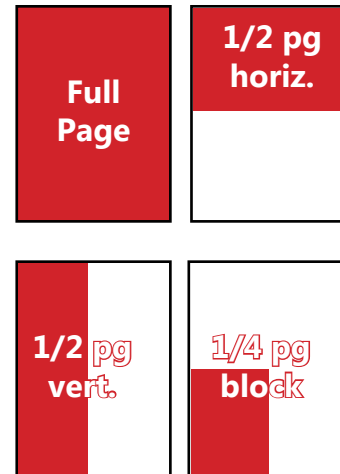
2024 DEADLINE

Ad Materials Due: January 31 | Mail Date: February 16

AD SIZES & DIMENSIONS

Trim Size	Width	Height
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Phone: 614-873-6736
 Email: lmckee@ohiocattle.org

RATES

Ad Size	Full Color
Full Page	\$730
1/2 Page	\$560
1/4 Page	\$415

DIGITAL ADVERTISING AVAILABLE ON A FIRST COME FIRST SERVED BASIS

E-BLASTS

SENT TO MEMBERSHIP LIST OF 2,300+
Limited number available

Non-Advertiser/Non-OCA Member Cost: \$500

Advertiser/OCA Member Cost: \$350

Cost following a full page, full color ad in the Ohio Cattleman magazine: \$250 (ad placed must reference the e-blast material for discount)

E-blast image size: 600px X 600px, submit as JPEG

E-blast design cost: Additional \$100



E-blasts may be sent with a graphic, a short write-up and a link to outside website.

E-NEWSLETTER ADS

SENT TO MEMBERSHIP LIST OF 2,300+
SENT BI-WEEKLY

E-news banner ad: \$250

E-news banner size: 225px X 145px

Must be submitted in JPEG format.



Image may be linked to outside website by request.

WEBSITE ADS

PLACED ON HOMEPAGE OF WEBSITE FOR 2 WEEKS
Limited number available

Cost: \$200

Includes a 600px X 338px graphic in a JPEG format linked to an outside website.

SALES REPRESENTATIVE

Please contact **Luke McKee** to reserve your ad space:

Phone: 614-873-6736

Email: lmckee@ohiocattle.org

FACEBOOK POSTS

OVER 15,000 FOLLOWERS/VIEWS
Limited number available

Non-advertiser/Non-OCA member cost: \$300

Advertiser/OCA member cost: \$250

