

2024  
OHIO CATTLEMEN'S ASSOCIATION  
*Advertising Opportunities*

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*Media kit for all print & digital advertising*



**PUBLISHED 6 TIMES PER YEAR | CIRCULATION OF 3,500**

*Ohios only beef focused publication!*



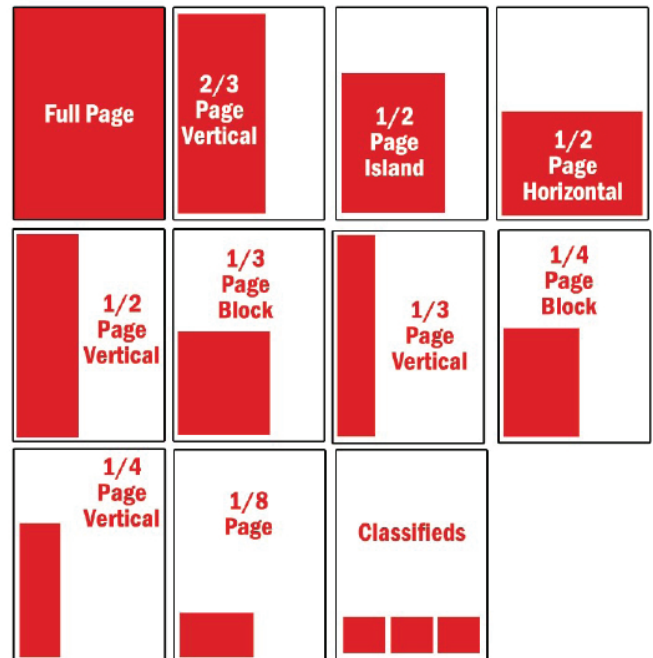
**2024 ISSUES & DEADLINES**

Winter	<b>Ad Materials Due: Nov. 29</b>	Mails: Dec. 15
Expo	<b>Ad Materials Due: Jan.31</b>	Mails: Feb. 16
Spring	<b>Ad Materials Due: April 3</b>	Mails: April 19
Summer	<b>Ad Materials Due: June 19</b>	Mails: July 8
Early Fall	<b>Ad Materials Due: Aug. 7</b>	Mails: Aug. 23
Late Fall	<b>Ad Materials Due: Sept. 4</b>	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](mailto: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 **Hannah Weymouth** to reserve your ad space:

Phone: 614-873-6736  
Email: [hweymouth@ohiocattle.org](mailto:hweymouth@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](mailto:cattle@ohiocattle.org)  
[www.ohiocattle.org](http://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 **Hannah Weymouth** to reserve your ad space:**

**Phone: 614-873-6736**

**Email: [hweymouth@ohiocattle.org](mailto:hweymouth@ohiocattle.org)**

**Ohio Cattlemen's Association  
10600 U.S. Highway 42  
Marysville, Ohio 43040  
614-873-6736 | [cattle@ohiocattle.org](mailto:cattle@ohiocattle.org)  
[www.ohiocattle.org](http://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**



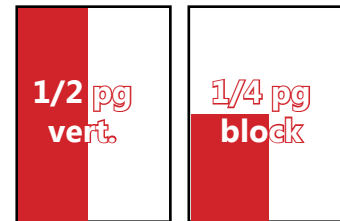
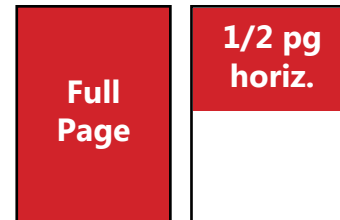
**2024 DEADLINE**

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

**AD SIZES & DIMENSIONS**

Trim Size	Width	Height
1 page	8.375"	10.875"*
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Email: [hweymouth@ohiocattle.org](mailto:hweymouth@ohiocattle.org)

**RATES**

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

Ohio Cattlemen's Association  
10600 U.S. Highway 42  
Marysville, Ohio 43040  
614-873-6736 | [cattle@ohiocattle.org](mailto:cattle@ohiocattle.org)  
[www.ohiocattle.org](http://www.ohiocattle.org)

**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 **Hannah Weymouth** to reserve your ad space:

**Phone: 614-873-6736**

**Email: hweymouth@ohiocattle.org**

**FACEBOOK POSTS**

**OVER 15,000 FOLLOWERS/VIEWS**  
*Limited number available*

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

Advertiser/OCA member cost: \$250

