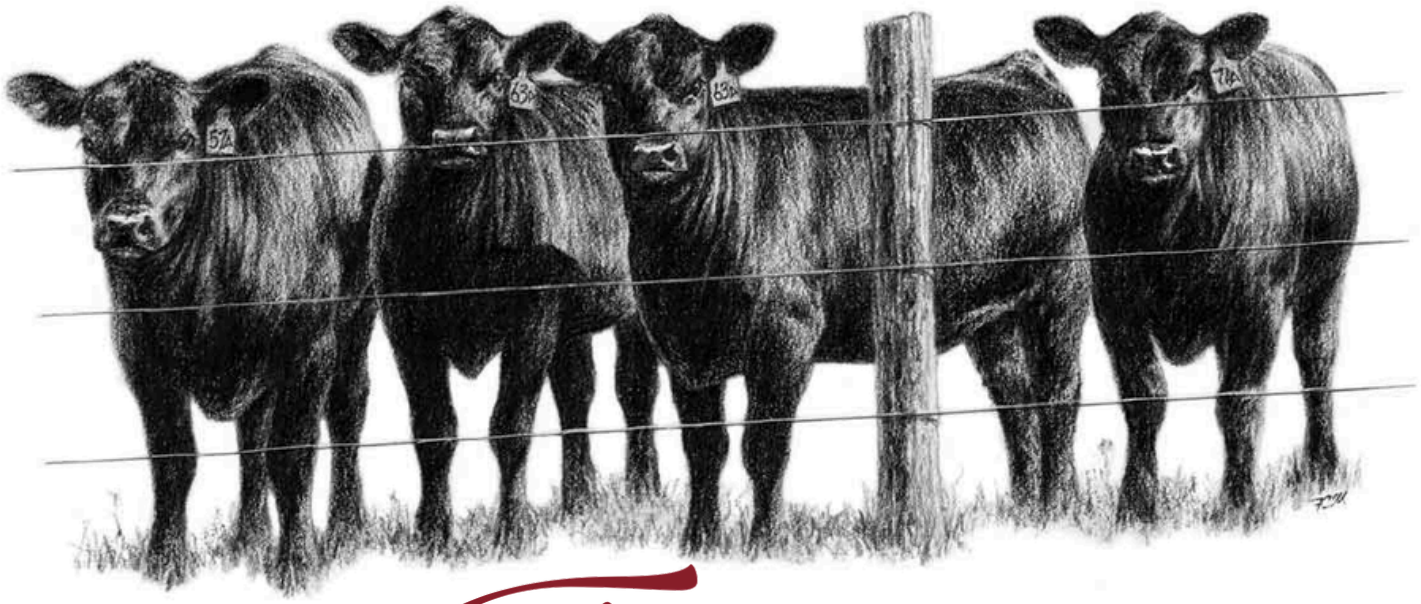
TEXAS ANGUS ASSOCIATION

MEDIA KIT 2027

ONLINE PRINT FACEBOOK EMAIL



ANGUS ASSOCIATION Texas

WHO WE ARE

MISSION STATEMENT

The mission of the Texas Angus Association is to support and enhance the services of the American Angus Association for those in the Texas region who have interest in Angus cattle. This will be accomplished by providing beneficial and valued services such as education, marketing opportunities, and communication for its members as well as others in the region who utilize Angus genetics.

OBJECTIVES

EDUCATION

The Texas Angus Association (TAA) provides Texas Angus stakeholders with information on the desirable qualities and advantages of Angus cattle from resources such as AAA programs. This is accomplished by sponsoring and/or facilitating educational opportunities pertaining to the production, management and utilization of Angus genetics.

COMMUNICATION

The TAA is recognized as a communication hub for marketing events and educational opportunities, as well as opportunities for Angus breeders and those utilizing Angus genetics regionally. These parties are served through our TAA website, newsletter, directory and through events in the region.

MARKETING

The TAA provides opportunities for members to market cattle through TAA sponsored sales, office referrals and advertising. The TAA also provides purchasing opportunities for Angus bull buyers through its sponsorship of bull test and sales.

TAA STATISTICS

2,400+

PRINT CIRCULATION (EXPANDED MAILING)

2,000+

ENGAGED EMAIL SUBSCRIBERS
43% AVERAGE OPEN RATE

650+

TAA & TJAA MEMBERS

Targeted Angus Readership

REACHING ANGUS BREEDERS, CATTLE PRODUCERS & INDUSTRY PROFESSIONALS

4,500+ ANNUAL DIRECTORY DISTRIBUTION



DIGITAL REACH

7k+ Followers

ANGUS ASSOCIATION Texas WEBSITE

500+ Monthly Visits
6,200+ Annual Visits

PRINT PUBLICATION RATES & SCHEDULES

STANDARD PAGES

	Regular Price	Directory Price
FULL PAGE	$600	$650
HALF PAGE	$400	$450
QUARTER PAGE	$300	$350
BRAND LOGO (Only Directory)		$200
BUSINESS CARD	$50	$50

PREMIUM PAGES

FULL PAGE INSIDE FRONT COVER	$1000
FULL PAGE INSIDE BACK COVER	$1000
FULL PAGE OUTSIDE BACK COVER	$1500
CENTERFOLD	$1500
PAGE 1	$850

MONTHLY CALENDAR

MONTH	FEATURE	DEADLINE
DEC/JAN	Cattle Marketing/Genetic Tools	December 1
FEBRUARY	Breeding	January 4
MARCH	Spring Sire Guide	January 29
APRIL	Herd Health	March 1
MAY/JUNE	State Show/Junior Edition	April 1
AUGUST	Feed and Winter Forage	July 1
SEPTEMBER	**Annual Membership Directory**	July 30
OCTOBER	Fall Sire Guide	September 1
NOVEMBER	Meat Science Issue	October 1

DIRECT MAILINGS

Reach out to our members through direct mailings. Using our verified member list, you can send promotional materials directly to our members.

General Member List (500+) - $200

Angus Buyer add-on (250+) - $50

Junior Member add-on (200+) - $50

Printing and postage fees are separate. Must use Slate Group for printing and production.

DIGITAL ADVERTISING

Digital Design Fees

All rates below are for camera-ready files. A $50 fee will be added to total if design work is needed.

Targeted Email Marketing

Reach 2,000+ engaged subscribers

Single Insertion	**$50**
Yearly Package (1 email per month)	**$550**
Flex Package (6 emails per calendar year)	**$275**

Social Media Campaigns

Customizable Meta Campaigns (Boosted Social Posts)

We are here to help create a custom social campaign to reach your goals!

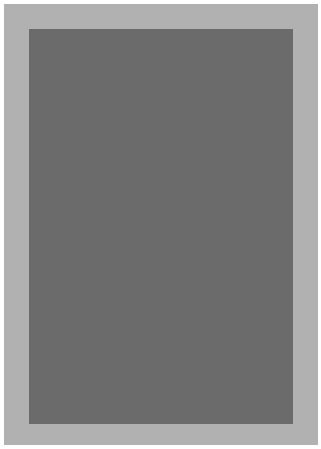
We will help you **set your budget, audience(s), and goals.**

(a $50 administration fee will be added to all social campaigns)

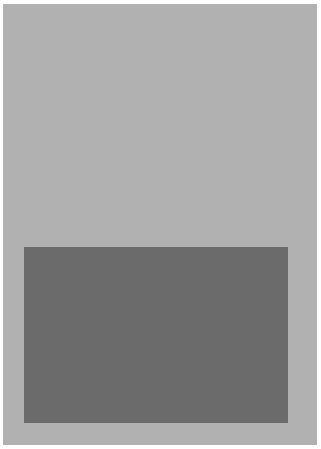
Texas Angus Web Banners

Monthly Listing	**$100**
6 Months	**$500**
12 Months	**$1,000**

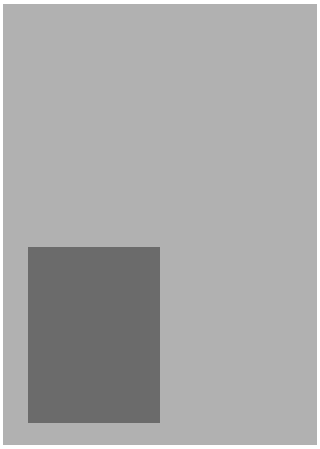
AD GUIDELINES



Full Page
6.875" x 9.5625"
Safe Area



Flat Half
6.875" x 4.6979"
Safe Area



One-Quarter Page
4.5278" x 4.04167"
Safe Area

Mechanical Requirements:

- Digital files only
- InDesign (with all supporting images and fonts)
- Illustrator EPS, TIFF, or PDF files are accepted

Magazine Trim Size

- 8.125" x 10.8125"
- Safe image area 6.875" x 9.5625"
- Full page bleed 8.4167" x 11.0833"

Texas Angus Web Banners:

- 939px X 298px
- Artwork can be updated every 30 days

Targeted Emails:

- 600px X flexable height

Meta Campaigns:

- **Please use Meta's ad guide and specs based off the type of ad you want to display**
- https://www.facebook.com/business/ads-guide/update

ADVERTISE MORE & SAVE

Do you advertise with Texas Angus News in at least THREE issues?
If so, consider becoming an **Allied Industry Partner** and save!
Our Allied Industry Partner packages are designed with you, the frequent advertiser, in mind. If you want to build brand recognition and loyalty, it takes repetition. If you want to spend your advertising dollars on a concentrated, engaged, and well-defined audience, Texas Angus News is where you need to be. Packages can be customized to best fit your needs.

PRIME PACKAGE: $5,500

- Full page ad in all 9 issues, including the Annual Directory
- Choose your page
  - *Premium page(s) can be chosen for an extra fee*
- 12 Email blasts per year
- Web banner ad on TexasAngus.com

VALUE: $7,000 SAVINGS: $1,500

SELECT PACKAGE: $3,500

- 6 Full Page ads in issues of your choice, plus a Full Page ad in the Annual Directory
- You choose which issues
  - *Premium page(s) can be chosen for an extra fee*
- 6 Email blasts per year

VALUE: $4,550 SAVINGS: $1,050

STANDARD PACKAGE: $1,800

- 3 Full Page ads in issues of your choice, plus a Full Page ad in the Annual Directory
- You choose which issues
  - *Premium page(s) can be chosen for an extra fee*
- 3 Email blasts per year

VALUE: $2,600 SAVINGS: $800

ALL PACKAGES INCLUDE COMPLIMENTARY BUSINESS CARD ADS IN ALL NINE ISSUES OF TEXAS ANGUS NEWS

FLEXIBILITY: AIPs placing additional insertions or 2-page spreads will receive placement choice and a $50 discount on premium pages.

Additionally, AIPs can elect to use a page from a future issue for a 2-page spread in any regular, non-directory issue throughout the year.

PAYMENT PLAN: Payment plans are available for all packages. Please contact Elizabeth Selby to discuss this option.

CONTACT US!

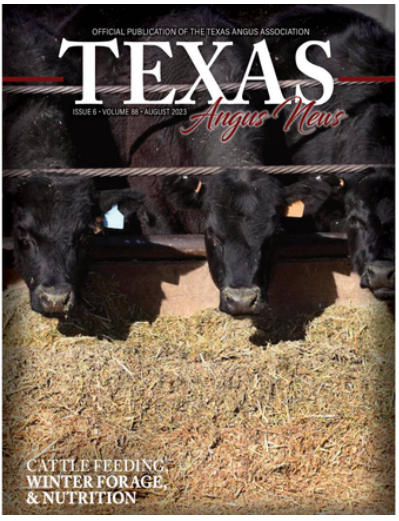
Elizabeth Selby
817-740-0778
elizabeth@texasangus.com

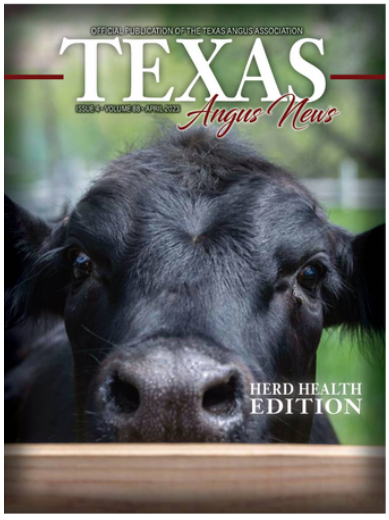
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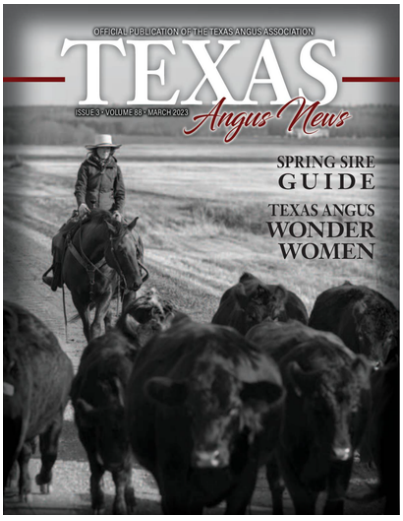
ELIZABETH SELBY

Texas Angus News
Phone: 817-740-0778
elizabeth@texasangus.com

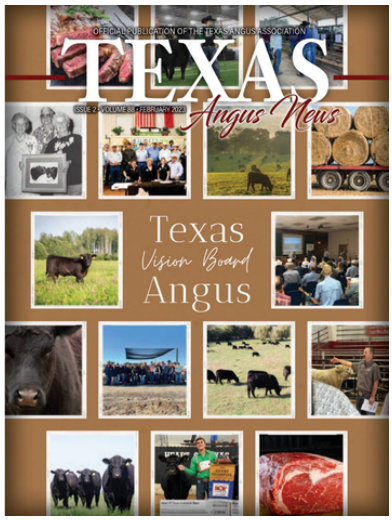


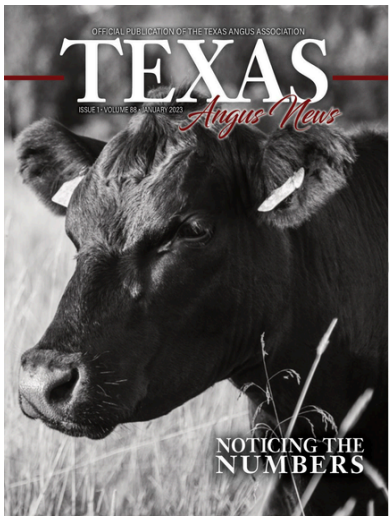


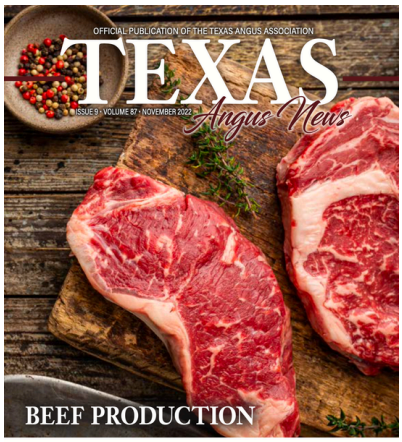




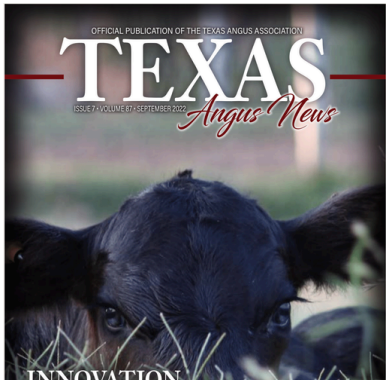






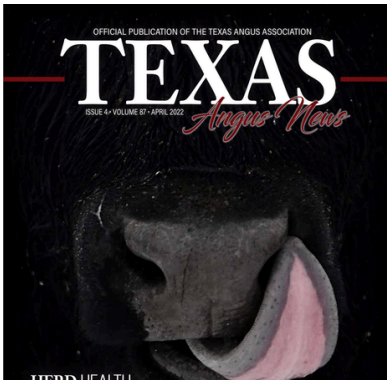












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- Full Page ad in all 9 issues, including the Annual Directory
- Choose your page
  - *Premium page(s) can be chosen for an extra fee*
- 6 E-Blasts per year
- Web Banner ad on TexasAngus.com

VALUE: $6,750 SAVINGS: $1,250

CHOICE PACKAGE: $5,000

- Full Page ad in all 9 issues, including the Annual Directory
  - *Premium page(s) can be chosen for an extra fee*
- 4 E-Blasts per year
- Web Banner ad on TexasAngus.com for 6 months

VALUE: $6150 SAVINGS: $1,150

SELECT PACKAGE: $3,500

- 6 Full Page ads in issues of your choice, plus a Full Page ad in the Annual Directory
- You choose which issues
  - *Premium page(s) can be chosen for an extra fee*

VALUE: $4,250 SAVINGS: $750

STANDARD PACKAGE: $1,800

- 3 Full Page ads in issues of your choice, plus a Full Page ad in the Annual Directory
- You choose which issues
  - *Premium page(s) can be chosen for an extra fee*

VALUE: $2,450 SAVINGS: $650

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