

TEXAS ANGUS ASSOCIATION

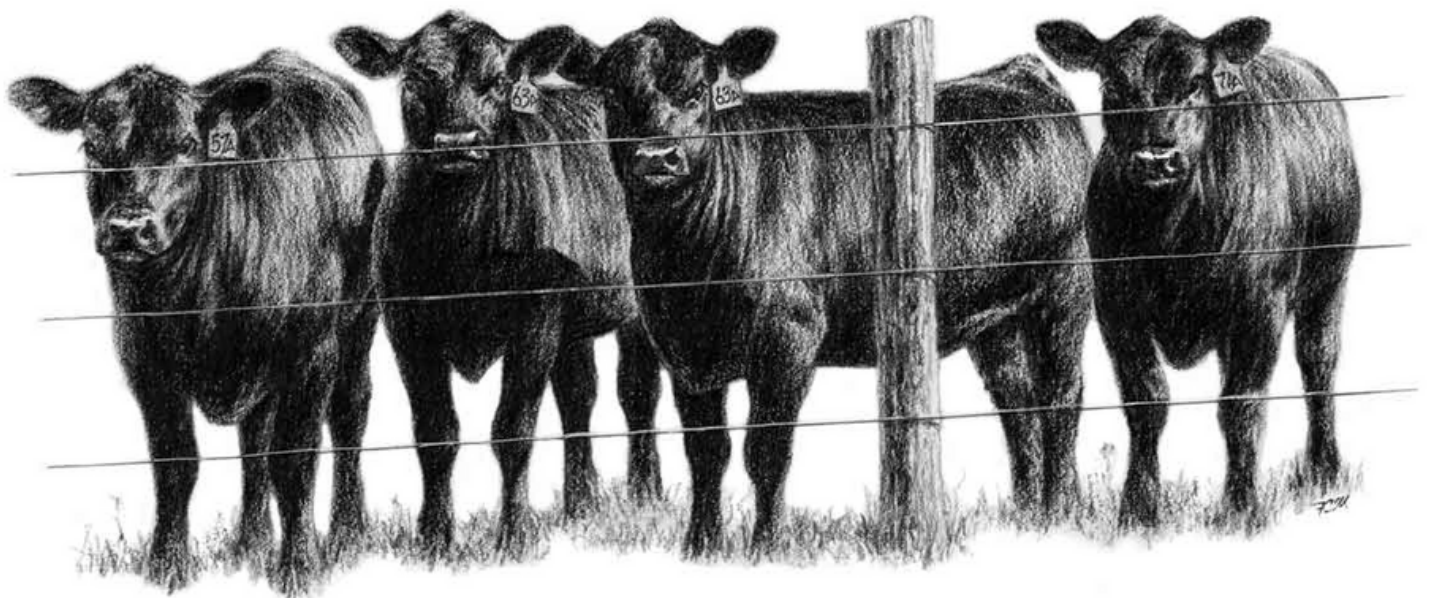
MEDIA KIT 2023



ONLINE

PRINT

FACEBOOK



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

2000+

PRINT CIRCULATION (EXPANDED MAIL OUT)

500+

TAA & TJAA MEMBERS

**Dedicated Angus
Readership**



ONLINE STATISTICS

FACEBOOK

7k+ Followers

TAA
WEBSITE

700+ Monthly
Views

RATES & SCHEDULES

The following advertisement rates are for print ads only. Online ads can be purchased through Kaydee Free

STANDARD PAGES

Directory Price

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

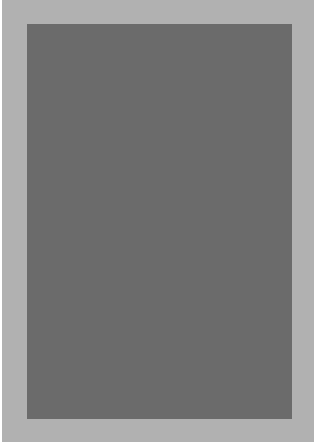
PREMIUM PAGES

FULL PAGE INSIDE FRONT COVER	\$1000
FULL PAGE INSIDE BACK COVER	\$1000
FULL PAGE OUTSIDE BACK COVER	\$1500
CENTERFOLD	\$1500

MONTHLY CALENDAR

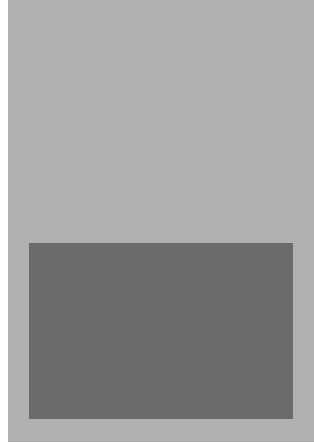
<u>MONTH</u>	<u>FEATURE</u>	<u>DEADLINE</u>
DEC/JAN	Cattle Marketing/Genetic Tools	December 2
FEBRUARY	Breeding	January 6
MARCH	Sire Issue	February 3
APRIL	Herd Health	March 3
MAY/JUNE	State Show/Junior Edition	April 3
AUGUST	Feed and Winter Forage	June 30
SEPTEMBER	Directory	July 31
OCTOBER	Sire Issue	September 1
NOVEMBER	Meat Production	October 6

AD GUIDELINES



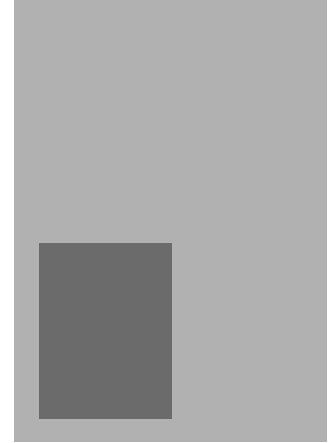
Full Page

41p3 x 57p4.5
6.875" x 9.5625"



Flat Half

41p3 x 28p2.25
6.875" x 4.6979"



One-Quarter Page

27p2 x 24p3
4.5278" x 4.04167"

Mechanical Requirements:

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

Magazine Trim Size

- 48p9 x 64p10.5 | 8.125" x 10.8125"
- Keep live matter 3p9 | .625" from all trim
- Safe image area - 41p3 x 57p4.5 | 6.875" x 9.5625"
- Full page bleed 50p6 x 66p6 | 8.4167" x 11.0833"



TEXAS ANGUS ASSOCIATION ALLIED INDUSTRY PARTNERS

In the agricultural industry it is important for businesses, organizations and associations to stick together to continue to promote our one common goal: sharing our passion for agriculture. That is why the Texas Angus Association has created the Allied Industry Partner Program. We want to share your story with our members and readers. With an average readership of more than 1,800 spread across Texas, New Mexico, Oklahoma, Louisiana and Arkansas. Let's be partners!

PRIME PACKAGE: \$5,500

- Full Page ad in 9 issues: \$3,500
 - *Directory ad already included*
- Vendor Booth at TAA Banquet: \$150
- Placement choice for 4 Ads: \$1,550
 - *Premium page can be chosen for an extra fee*
- 6 E-Blasts: \$150
- Web Banner: \$150
- Booth at Fall/Spring Sale: \$0
- Signage at events: \$0
 - *Customer provides signage*

SAVINGS: \$2,200

STANDARD PACKAGE: \$1,800

- Full Page ad in 3 issues: \$1,300
- Directory Ad: \$500

SAVINGS: \$700

CHOICE PACKAGE: \$5,000

- Full Page ad in 9 issues: \$3,900
 - *Directory ad already included*
- Placement choice for 2 Ads: \$1,000
 - *Premium page can be chosen for an extra fee*
- 4 E-Blasts: \$150

SAVINGS: \$1,200

SELECT PACKAGE: \$3,500

- Full Page ad in 6 issues: \$2,600
- Directory Ad: \$450
- Placement choice for 1 Ads: \$450
 - *Premium page can be chosen for an extra fee*

SAVINGS: \$1,000

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

PLACEMENT: If the advertisers places double the ads specified in their package, then they will receive placement choice for all their ads and a discount on premium page choices.

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

CONTACT US!

Kaydee Free - Editor

806-773-3543
kaydee@texasangus.com

CONTACT US

KAYDEE FREE

Editor - Texas Angus News

Cell: 806-773-3543

kaydee@texasangus.com

