

TEXAS ANGUS ASSOCIATION

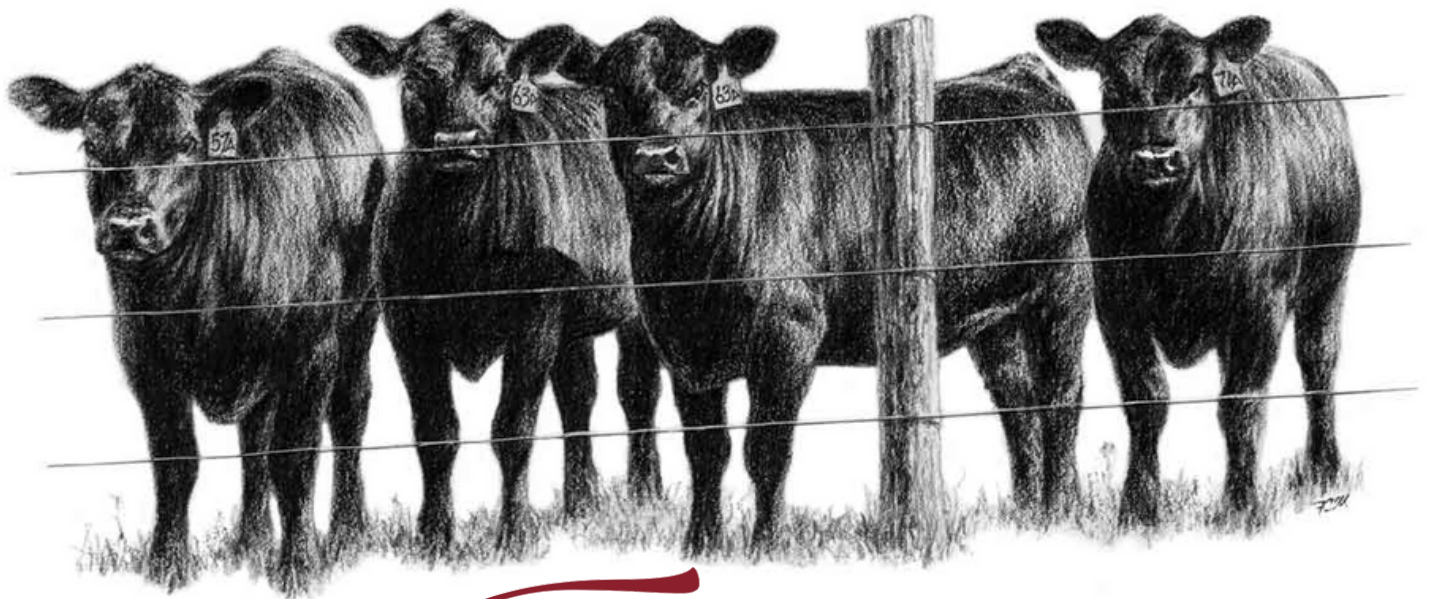
MEDIA KIT 2026

ONLINE

PRINT

FACEBOOK

EMAIL



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

2300+

PRINT CIRCULATION (EXPANDED MAIL OUT)

2500+

EMAIL SUBSCRIBER

500+

TAA & TJAA MEMBERS

**Dedicated Angus
Readership**



ONLINE STATISTICS

FACEBOOK

6.4k+

Followers

TAA
WEBSITE

350+ Monthly
Views

PRINT PUBLICATION RATES & SCHEDULES

TEXAS ANGUS ASSOCIATION
MEDIA KIT 2026

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
PAGE 1	\$850

MONTHLY CALENDAR

MONTH

FEATURE

DEADLINE

DEC/JAN	Cattle Marketing/Genetic Tools	December 4
FEBRUARY	Breeding	January 6
MARCH	Sire Issue	January 30
APRIL	Herd Health	February 27
MAY/JUNE	State Show/Junior Edition	March 30
AUGUST	Feed and Winter Forage	July 7
SEPTEMBER	Annual Membership Directory	July 31
OCTOBER	Sire Issue	September 3
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 AD BUYS

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

Single Insertion	\$50
Yearly Package (1 email per month)	\$550
Flex-Package (6 emails in one 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!

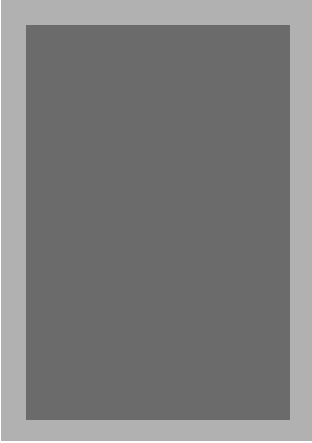
We will help you **set your budget, audience(s), and goals.**

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

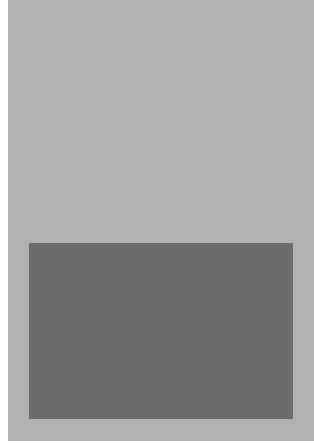
Texas Angus Web Banners

Monthly Listing	\$100
6 Months	\$500
12 Months	\$1000

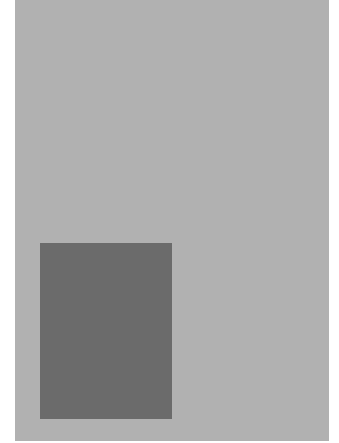
AD GUIDELINES



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 any 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 3 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*
- 6 E-Blasts per year
- Web Banner ad on TexasAngus.com

VALUE: \$6725 SAVINGS: \$1,225

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

- Full Page ad in 6 issues, including the Annual Directory
- You choose which issues
 - *Premium page(s) can be chosen for an extra fee*

VALUE: \$4250 SAVINGS: \$750

STANDARD PACKAGE: \$1,800

- Full Page ad in 3 issues, including the Annual Directory
- You choose which issues
 - *Premium page(s) can be chosen for an extra fee*

VALUE: \$2450 SAVINGS: \$650

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 Couch to discuss this option.

CONTACT US!

Elizabeth Couch
817-740-0778

elizabeth@texasangus.com

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ELIZABETH COUCH

Texas Angus News

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