

2027 OHIO CATTLEMEN'S ASSOCIATION *Advertising Opportunities*

Media kit for all print & digital advertising



Ohio
Cattlemen's
Association

Member Focused. Issue Driven.

PUBLISHED 6 TIMES PER YEAR | CIRCULATION OF 3,500

Ohios only beef focused publication!



2025 ISSUES & DEADLINES

Winter
Expo
Spring
Summer
Early Fall
Late Fall

Ad Materials Due: Nov. 25
Ad Materials Due: Feb. 3
Ad Materials Due: March 30
Ad Materials Due: June 15
Ad Materials Due: Aug. 11
Ad Materials Due: Sept. 27

Mails: Dec. 14
Mails: Feb. 22
Mails: April 19
Mails: July 6
Mails: Aug. 30
Mails: Oct. 11

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.

SPREAD

Live Area: 16" x 10.125"
Trim Size: 16.75" x 10.875"
Extend all sides .125" for bleed

FULL PAGE

Live Area: 7.625" x 10.125"
Trim Size: 8.375" x 10.175"
Extend all sides .125" for bleed

2/3 PAGE

Live Area: 7.625" x 10.125"
Trim Size: 5" x 10.125"
Extend all sides .125" for bleed

1/2 PAGE ISLAND

Live Area: 7.625" x 10.125"
Trim Size: 5" x 7.625"
Extend all sides .125" for bleed

1/2 PAGE HORIZONTAL

Live Area: 7.625" x 10.125"
Trim Size: 7.625" x 5"
Extend all sides .125" for bleed

1/2 PAGE VERTICAL

Live Area: 7.625" x 10.125"
Trim Size: 3.6875" x 10.125"
Extend all sides .125" for bleed

1/3 PAGE BLOCK

Live Area: 7.625" x 10.125"
Trim Size: 5" x 5"
Extend all sides .125" for bleed

1/3 PAGE VERTICAL

Live Area: 7.625" x 10.125"
Trim Size: 2.375" x 10.25"
Extend all sides .125" for bleed

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 **Zane Gross** to reserve your ad space:

Phone: 614-873-6736
Email: zgross@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**



2027 DEADLINE

Ad Materials Due: November 26 | Mail Date: December 14

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.**

Monthly Ad						
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30			

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"

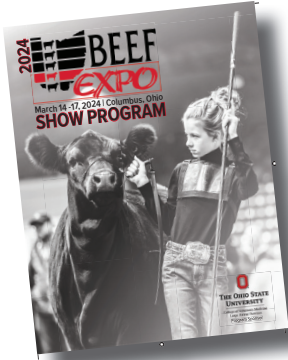
SALES REPRESENTATIVE

Please contact **Zane Gross** to reserve your ad space:

**Phone: 614-873-6736
Email: zgross@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
2027 DATES: MARCH 18-21 | MAILED INSIDE EXPO ISSUE OF MAGAZINE
ATTENDED BY OVER 30,000 CATTLE INDUSTRY ENTHUSIASTS



2027 DEADLINE

Ad Materials Due: February 3 | Mail Date: February 22

AD SIZES & DIMENSIONS

	Width	Height
Trim Size	8.375"	10.875"*
1 page	7.625"	10.125"
1/2 page horizontal	7.625"	5"
1/2 page vertical	3.6875"	10.125"
1/4 page block	3.6875"	5"
* For full page bleeds, add 1/8" on all sides to the trim size. Remember 7.625" x 10.125" is the live area.		

FULL PAGE

Live Area:
7.625" x 10.125"

Trim Size:
8.375" x 10.175"

Extend all sides
125" for bleed

**1/2 PAGE
VERTICAL**

Live Area:
7.625" x 10.125"

Trim Size:
3.6875" X 10.125"

Extend all sides
125" for bleed

**1/4 PAGE
BLOCK**

Live Area:
7.625" x 10.125"

Trim Size:
3.6875" X 5"

Extend all sides
125" for bleed

**1/2 PAGE
HORIZONTAL**

Live Area:
7.625" x 10.125"

Trim Size:
7.625" X 5"

Extend all sides
125" for bleed

SALES REPRESENTATIVE

Please contact **Zane Gross** to
reserve your ad space:

Phone: 614-873-6736

Email: zgross@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
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 Cattlemen 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 **Zane Gross** to
reserve your ad space:

Phone: 614-873-6736

Email: zgross@ohiocattle.org

FACEBOOK POSTS

OVER 15,000 FOLLOWERS/VIEWS

Limited number available

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

Advertiser/OCA member cost: \$250

