

2022 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!



2022 ISSUES & DEADLINES

Winter
Expo
Spring
Summer
Early Fall
Late Fall

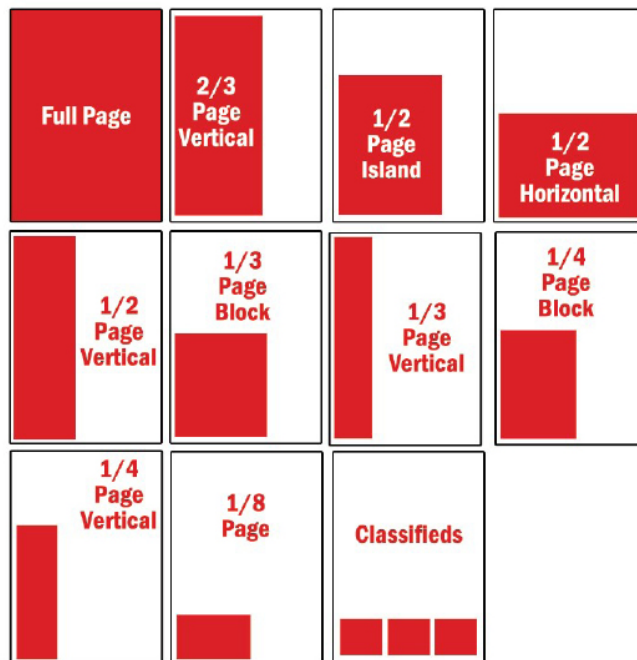
Ad Materials Due: Dec. 1
Ad Materials Due: Feb. 2
Ad Materials Due: April 6
Ad Materials Due: June 22
Ad Materials Due: Aug. 10
Ad Materials Due: Sept. 7

Mails: Dec. 18
Mails: Feb. 18
Mails: April 22
Mails: July 8
Mails: Aug. 26
Mails: Sept. 23

AD SIZES & DIMENSIONS

Trim Size	Width	Height
1 page	8.375"	10.875"*
2/3 page	7.625"	10.125"
1/2 page horizontal	5"	10.125"
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 as cattle, freezer beef, etc.

INSERTS

Preprinted inserts are charged at 60% of the equivalent space rate plus insertion and folding charges.

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 graphic designer and managing editor, Hanna Fosbrink at hfosbrink@ohiocattle.org. Ad design must be requested **one week** prior to the advertising materials deadline.

MAGAZINE ALSO
AVAILABLE DIGITALLY
AT OHIOCATTLE.ORG

SALES REPRESENTATIVE

Please contact **Luke McKee** to reserve your ad space:

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



2022 DEADLINE

Ad Materials Due: November 26 | Mail Date: December 17

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 **Luke McKee** to reserve your ad space:

Phone: 614-873-6736
 Email: lmckee@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

2022 DATES: MARCH 17-20

ATTENDED BY OVER 30,000 CATTLE INDUSTRY ENTHUSIASTS

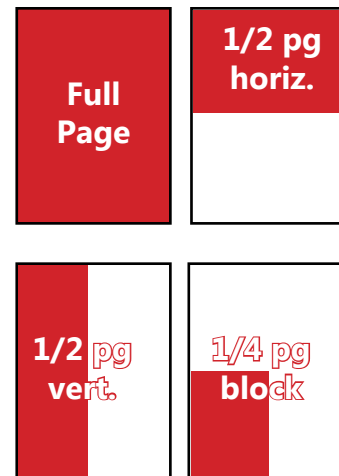


2022 DEADLINE

Ad Materials Due: February 16 | Mail Date: March 2

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.		



SALES REPRESENTATIVE

Please contact **Luke McKee** to reserve your ad space:

Phone: 614-873-6736

Email: lmckee@ohiocattle.org

RATES

Ad Size	Full Color
Full Page	\$700
1/2 Page	\$500
1/4 Page	\$300

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 SERVE 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 **Luke McKee** to
reserve your ad space:

Phone: 614-873-6736

Email: lmckee@ohiocattle.org

FACEBOOK POSTS

OVER 15,000 FOLLOWERS/VIEWS
Limited number available

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

Advertiser/OCA member cost: \$250

