



RED ANGUS *eBlast*

The American Red Angus (ARA) Magazine is excited to offer another marketing opportunity to its advertisers – helping them spread the word about their upcoming sale directly to their customers' inbox.

The ARA eBlast service reinforces print media and allows advertisers to reach their customers right before the sale.

The ARA will eBlast the ad that ran in the magazine on the specific date the advertiser chooses, and the rate will reflect their advertising frequency in the ARA:

\$100/eBlast (10x advertiser)

\$200/eBlast (5x advertiser)

\$300/eBlast(1x advertiser)

\$1,000/eBlast (non-advertiser)

(Display advertisements only – not classifieds – count toward the ad frequency. eBlasts are limited to breeders only, no commercial ads. Allow two working days for turnaround time.)

To reserve your eBlast, simply fill out the online form at redangus.org/marketing/sale-planner.

If you have questions, email media@redangus.org.