

REDS *Rolling*
ON THE RIVER



NATIONAL RED ANGUS CONVENTION
SEPT. 11-13, 2019
DUBUQUE, IOWA

National Red Angus Convention



The National Red Angus Convention is the official annual membership meeting of the Red Angus Association of America. The event, which includes a trade show, is rotated around the nation throughout the nine different areas.

RAAA members and supporters gather from across the nation to conduct the business of the association, elect new officers, gain industry and breed knowledge, and network with progressive cattlemen and women.

2017-18 RAAA Annual Report Statistics

- 67,495 Head Registered
- 97,678 Total Herd Reporting Cow Inventory
- 15,420 Bulls Transferred to New Owners
- 2,586 RAAA Members
- 946 Junior Members
- 172,150 Head Enrolled in the Feeder Calf Certification Program
- 21,200 Head Enrolled in the Allied Access Program
- 2.4 Million Head Enrolled in FCCP and AA since 1995
- 2,246 Head of Commercial Females DNA Tested with Red Navigator

2018 National Red Angus Convention Statistics

- 323 Total Attendees
- 309 Commercial Cattlemen's Symposium Attendees
- 110 First-Time Attendees
- 115 Voting Members
- 43 Trade Show Booths

For more information,
contact Halla Pfeiff,
RAAA National Office,
940-387-3502, Ext. 10

Ranch Tested. Rancher Trusted.

Red Angus

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Convention Sponsor Ad Specs



Elite Sponsor* - \$7,000+

Page Full Color Ad in July/August ARA
Page Full Color Ad in Convention Program
Page Full Color Ad in November ARA



Diamond Sponsor* - \$5,000

Page Full Color Ad in July/August ARA
Page Full Color Ad in Convention Program
Page Full Color Ad in November ARA



Sapphire Sponsor* - \$3,500

Page Full Color Ad in July/August ARA
Page Full Color Ad in Convention Program
Page Full Color Ad in November ARA



Emerald Sponsor* - \$2,500

Page Full Color Ad in July/August ARA
Page Full Color Ad in Convention Program



Ruby Sponsor* - \$1,500

Half-Page Full Color Ad in July/August ARA
Half Page Full Color Ad in Convention Program



Opal Sponsor* - \$1,000



Garnet Sponsor* - \$500

Table Sponsor* - \$100

July/August ARA Deadline – July 1

Convention Program Deadline – August 1

November ARA Deadline – October 1

** Please see Sponsorship Agreement for complete details on sponsorship levels, trade show and promotion opportunities.*

File Format: High-resolution PDF or JPG (cmyk)

Email: tracey@redangus.org

Questions regarding ads, design services, deadlines and specs may be directed to ARA Editorial Coordinator Tracey Koester at tracey@redangus.org or by calling 701-391-5440.

Contact Halla Pfeiff,
RAAA National Office,
to be a convention sponsor or
secure space in the trade show.
940-387-3502, Ext. 10

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Red Angus



American Red Angus Magazine

Full Page Ad

Live Area: 7.625" wide x 10.125" tall

Bleed: Not available for July/August ad

*Bleed is available for ads placed in
additional ARA issues:*

Trim: 8.375" x 10.875"

Bleed: 8.625" x 11.125"

American Red Angus Magazine

Horizontal Half Page Ad

Live Area: 7.625" wide x 4.875" tall

Bleed: None

Convention Program

Full Page Ad

Live Area: 4.5" wide x 7.5" tall

Trim: 5.5" wide x 8.5" tall

Bleed: 5.75" wide x 8.75" tall

Convention Program

Horizontal Half Page Ad

Live Area: 4.5" wide x 3.25" tall

Trim: 5.5" wide x 4.25" tall

Bleed: 5.75" wide x 4.5" tall

*(Half-page ads will bleed left and right,
then top or bottom depending on page placement.)*