

Target Your Customers!

A Red Angus eBlast reaches more than 4,400 Red Angus Association of America members and commercial bull buyers with your direct message! Alert them when your catalog and videos are online and remind them to attend or tune in on sale day.



eBlast Rates

Advertisers may use an ad that ran in the Red Angus Magazine, Buckle & Banner or supply a new ad.

\$125/eBlast • \$300/Rush eBlast

eBlasts are limited to promoting sales or genetics; no commercial ads. eBlasts will not be created on weekends or holidays. To avoid rush fees, **submit all eBlast material (copy, links and graphics)** by the following parameters:

eBlast Day	Materials Due
Monday	Wednesday, 8 a.m. CT
Tuesday	Thursday, 8 a.m. CT
Wednesday	Friday, 8 a.m. CT
Thursday	Monday, 8 a.m. CT
Friday	Tuesday, 8 a.m. CT
Saturday	Wednesday, 8 a.m. CT
Sunday	Wednesday, 8 a.m. CT

Schedule an eBlast

1. Plan ahead to avoid a RUSH fee.
2. Fill out the online form at redangus.org/marketing/sale-planner/#
3. Send in new ad (if needed) to media@redangus.org.
4. Watch your email for a proof and reply with changes or approval (eBlasts will not go out unless approved).

Tips for a Great eBlast:

Write a compelling subject line

An interesting subject line will entice buyers to open your eBlast rather than deleting it. Be succinct, creative and to the point.

Emphasize your call-to-action

A single call to action – like “View catalog online,” or “Click to watch videos” – will encourage more interaction from eBlast recipients. The headline in the eBlast body is a great location for your call to action.

Include your contact information

Include the best ways for potential buyers to contact you if they want more information or have questions.

Strategize your eBlast

Send your eBlast when you have a message for your customers or a new call to action. If you want your eBlast to go out at a certain time of day, let us know in the “Special Instructions” area of the form. Once approved, we can schedule the eBlast to go out on a specific day and time.



Don't forget to post in the Facebook group:
Red Angus Association of America -
Stockyard, Feeder Fax and Marketplace