

# RED ANGUS

*Magazine*

## 2024 MEDIA KIT

*Effectively telling the Red Angus story ...*



Red Angus Association of America

Red Angus Association of America -  
Stockyard, Feeder Fax and Marketplace



Red Angus America



redangusamerica

# RED ANGUS Magazine

The Red Angus Magazine is the official publication of the Red Angus Association of America and is published 10 times a year with the May/June and July/August issues combined. We strive to effectively tell the Red Angus story using sound science and real-world beef production to advance RAAA as a trusted source of information and genetics for the beef industry.

Rates effective January 2022 issue

18335 E. 103rd Avenue, Suite 202 • Commerce City, CO 80022  
(940) 387-3502 • Fax (888) 829-6069

**RedAngus.org**

## ADVERTISING DEADLINES

RAM Issue	Reservation Deadline	Ad Creative Deadline	Magazine in Hand
January	<b>Dec. 1</b>	Dec. 8	Jan. 1
February	<b>Jan. 1</b>	Jan. 8	Feb. 1
Genetic Advancement	<b>Jan. 16</b>	Jan. 23	Feb. 15
March	<b>Feb. 1</b>	Feb. 8	March 1
April	<b>March 1</b>	March 8	April 1
May/June	<b>April 1</b>	April 8	May 1
July/August	<b>July 1</b>	July 8	Aug. 1
September	<b>Aug. 1</b>	Aug. 8	Sept. 1
October	<b>Sept. 1</b>	Sept. 8	Oct. 1
November	<b>Oct. 1</b>	Oct. 8	Nov. 1
December	<b>Nov. 1</b>	Nov. 8	Dec. 1

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## ADVERTISING RATES – Full Color\*

SPACE	Annual Frequency		
	1X	5X	10X*
Full Page.....	\$995	\$920	\$870
1/2 Page.....	\$745	\$685	\$645
1/3 Page.....	\$630	\$600	\$580
1/4 Page.....	\$550	\$525	\$505
1/8 Page.....	\$450	\$440	\$430

\* 10x rate requires ad in each issue (except Genetic Advancement)

## BREEDER DIRECTORY

- BD-1** (2.3125" x 1").....\$295 per year
- BD-2** (2.3125" x 2.125").....\$445 per year
- BD-3** (2.3125" x 3.25").....\$595 per year

## BLACK-AND-WHITE AD RATES

- Black-and-white:.....Discount \$345 from \*full color rates
- Black + 1 color:.....Discount \$200 from \*full color rates
- Black + 2 colors:.....Discount \$100 from \*full color rates

### RESERVE MAGAZINE AD SPACE:

[bit.ly/RedAngusMagAdvertising](http://bit.ly/RedAngusMagAdvertising)

or email Tracey Koester, tracey@redangus.org

### SUBMIT AD FILES:

Tracey Koester, tracey@redangus.org

## GENERAL INFORMATION

Published 10 times annually by the Red Angus Association of America at the national headquarters (18335 E. 103rd Ave., Suite 202, Commerce City, CO 80022). A non-political magazine dedicated to the promotion and improvement of breeding, feeding and marketing Red Angus cattle. Subscription rate: U.S., 1 year - \$30; 2 years - \$55. Canada and Mexico, 1 year - \$44, 2 years - \$82 (Payable in U.S. Funds Only). International Air Mail, 1 year - \$55; 2 years - \$100 (Payable in U.S. Funds Only). These rates are based on Third Class Bulk mailed from Jefferson City, Missouri. Add \$20 per year for First Class.

## DISTRIBUTION

The Red Angus Magazine is distributed to over 12,000 RAAA members and Red Angus stakeholders. Anyone who has a Red Angus bull transferred to them receives a free one-year subscription to the magazine. January and September issues reach an expanded mailing up to 15,000 stakeholders.

## ONLINE PUBLICATION

The Red Angus Magazine is available online at RedAngus.org under the "Red Angus Magazine" tab and is promoted on our Facebook, Instagram and X social media properties.

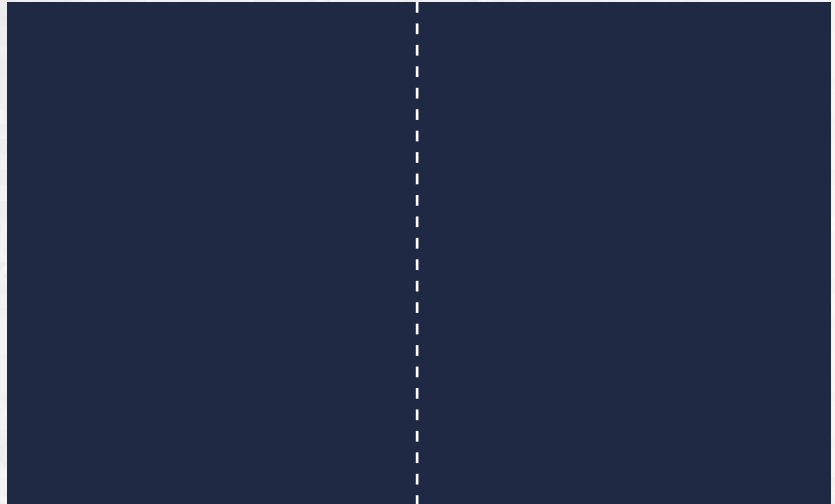
### \*DESIGN

Rates are based on camera-ready artwork. All staff-created art will be billed at \$50 per half-hour, minimum \$50 charge.

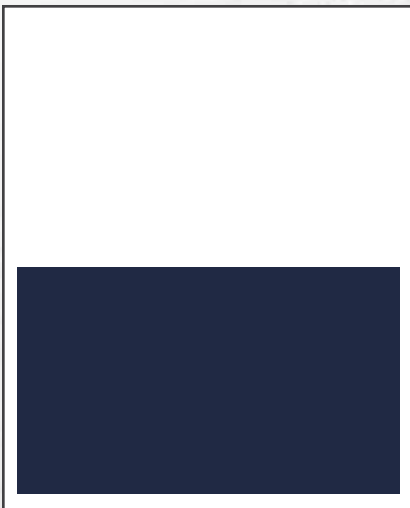




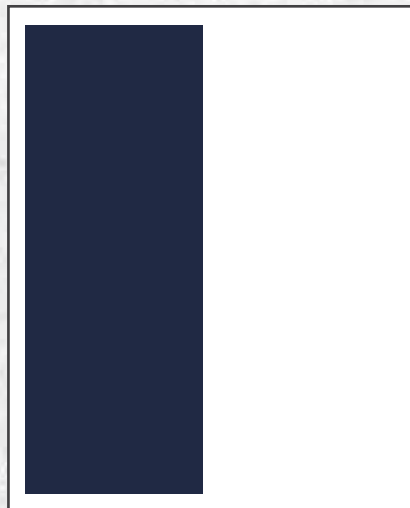
**FULL PAGE BLEED**  
Live Area: 7.625" x 10.125"  
Trim: 8.375" x 10.875"  
Bleed: 8.625" x 11.125"



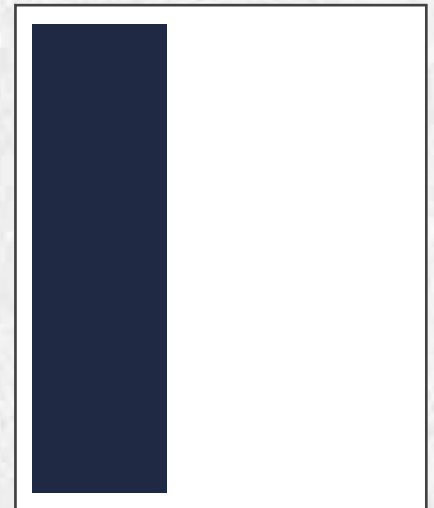
**TWO-PAGE SPREAD, BLEED\***  
Live Area: 16.125" x 10.125"  
Trim: 16.875" x 10.875" • Bleed: 17.125" x 11.125" • Gutter: 0.75"  
\*Two-page spreads may be submitted as two separate pages or a spread.



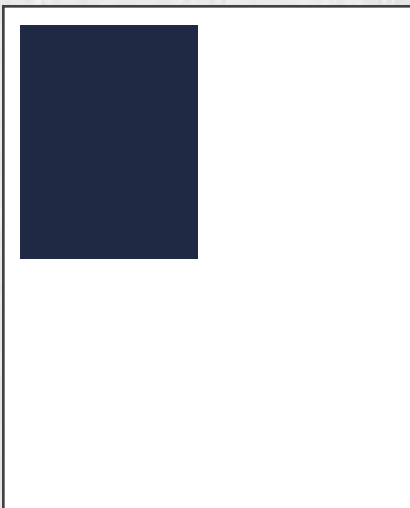
**ONE-HALF HORIZONTAL**  
7.625" x 4.875"



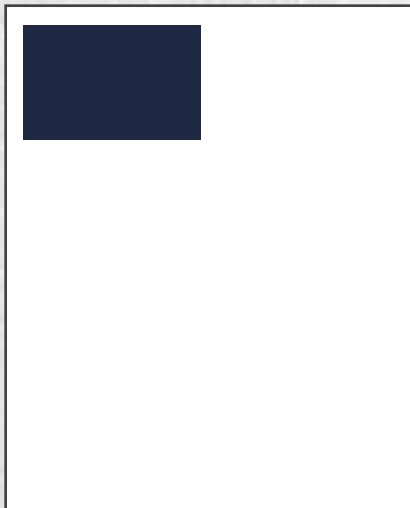
**ONE-HALF VERTICAL**  
3.625" x 10.125"



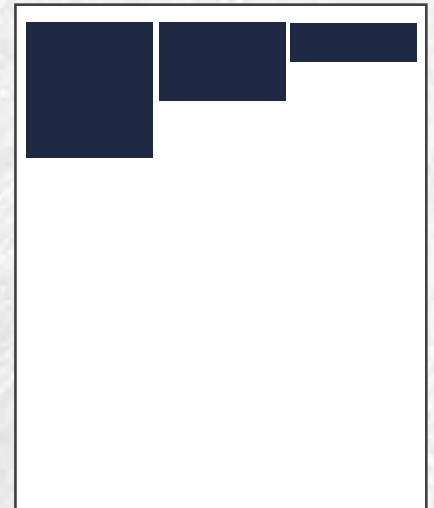
**ONE-THIRD VERTICAL**  
2.33" x 10.125"



**ONE-FOURTH**  
3.625" x 4.875"



**ONE-EIGHTH**  
3.625" x 2.2"



**BREEDER DIRECTORY**  
2.3125" x 1" or 2.125" or 3.25"

## Additional Information

### DOWNLOADABLE TEMPLATES

Downloadable ad templates for all sizes are available at:  
[RedAngus.org/ara-magazine](https://RedAngus.org/ara-magazine)  
for Adobe InDesign, PhotoShop and Illustrator

Also view a video tutorial on the live, trim and bleed area of an ad:  
<https://bit.ly/AdArea-1>

### PREMIUM PAGE LOCATIONS

Premium cover pages are defined as the inside front cover, inside back cover and back cover. Additionally, right-hand, forward-placement pages are reserved for 10x advertisers that have committed to specific pages.

- The inside front cover, inside back cover and back cover premium pages are auctioned off to the highest bidder for a minimum of two years unless grandfathered in per previous criteria. Notification of premium page auctions will be published in the Red Angus Magazine as well as other promoted through other venues such as direct emails and eBlasts.
- Premium right-hand, forward-placement ads will be grandfathered in to the current advertisers at the new 10x rate. In the event an advertiser forfeits the 10x rate or no longer wants a specific page, that premium location will be available to another advertiser.
- The advertiser must commit to a minimum of one full page each issue (multiple pages in previous issues do not count toward commitment).
- If more than one 10x advertiser wants to commit to a specific premium page, interested parties will compete in a silent bid off (\$10/per ad/bid increments) conducted by RAM staff.
- The commitment for a cover or premium page location is a minimum of two years, at which time the premium location will be up for rebidding.
- In the event that the winning bidder wants a multiple-page ad, the other pages will be billed at the regular 10x rate. The additional ad pages will be adjacent to the premium location if desired by the advertiser.

### EDITORIAL AND ADVERTISING POLICY

Advertising and editorial content are not limited to any particular class of product or subject matter. However, we reserve the right to refuse publication of any material not within the bounds of high agricultural ethics. While we devote the utmost care to the preparation of each advertisement, we cannot be held responsible for ads received after the ad deadline. Furthermore, the accuracy and content of copy received over the telephone is entirely the responsibility of the advertiser. No adjustment for incorrect ad copy will be considered for ads that are received after the ad deadline or that are placed over the telephone.

**All unused reserved advertising space that is not canceled by the advertising deadline will be billed to the advertiser.**

### SALES EBLASTS

A Red Angus eBlast reaches more than 4,200 RAAA members and commercial bull buyers with your direct message. Alert them when your catalog and videos are online, then remind them to attend or tune in on sale day.

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

**COST: \$125/eBlast • \$300/RUSH eBlast**

**Schedule an eBlast at: [RedAngus.org/marketing/sale-planner](https://RedAngus.org/marketing/sale-planner)  
Submit eBlast ad files to: [eblasts@redangus.org](mailto:eblasts@redangus.org)**

eBlasts must be ordered and ALL materials submitted by Wednesday at 5 p.m. CT the week preceding the date the eBlast deploys to avoid rush fees. (For example, if your eBlast is set to deploy Oct. 10, 2023, your materials must be submitted by 5 p.m. CT on Wednesday, Oct. 4.) eBlasts received after this deadline will be charged the \$300 rush rate, and are subject to staff availability. Please order early to ensure your eBlast can be produced and sent. Same-day eBlast orders will not be accepted.

- eBlasts will not be created on weekends or holidays.
- eBlasts can be scheduled in advance, and time specific if requested.
- Natural-disaster-related sale cancellations receive two free eBlasts if requested.
- Special fundraisers or junior events may be considered for a free eBlast.

### PREFERRED MATERIALS AND MECHANICAL REQUIREMENTS

**PREFERRED FILES:** JPG

**ACCEPTED FILES:** PDF, TIF, EPS

**FILES NOT ACCEPTED:** Microsoft Publisher, PictureIt, PowerPoint, graphics placed in Microsoft Word

- Photo and graphic files must be a minimum of 150dpi.
- Line art files must be a minimum of 600dpi
- Photos must be shot at highest quality (1200 x 800 minimum).
- Do not send low-resolution files taken from websites.
- Convert all files to RGB. We will not guarantee the color if we have to convert.
- All graphics must be high resolution.
- All fonts must be embedded. We will not guarantee quality if you send low-resolution files.
- No crop marks or printer marks preferred.

**SCHEDULE AN EBLAST:**  
[RedAngus.org/marketing/sale-planner](https://RedAngus.org/marketing/sale-planner)

**SUBMIT GRAPHIC FILES:**  
[eblasts@redangus.org](mailto:eblasts@redangus.org)



### eNEWS BANNER ADVERTISING

Reach approximately 3,600 Red Angus breeders, bull buyers, junior members and interested subscribers through RAAA's weekly eNews. This email newsletter provides association and breed updates, program information and important dates for any Red Angus enthusiast.

Now, we are offering a new, exciting opportunity for breeders to purchase banner ads to be placed between the news stories.

### WHY eNEWS ADVERTISING?

- One of the most effective platforms for return on investment
- Reasonably priced
- Engaged readers
- Personal, but direct information delivered to reader's inbox

### OPEN RATE COMPARISON

**RAAA eNEWS — 39.93%**

**AVG. AG/FOOD — 22.71%**

### CLICK RATE COMPARISON

**4.2% — RAAA eNEWS**

**2.94% — AVG. AG/FOOD**

### PER MONTH RATE

- eNews Banner – \$400/month

### DEVICE COMPARISON



### ABOUT YOUR BANNER AD

- Ads will run from the first Wednesday of the month until the last Wednesday of the month.
- **Ads will be accepted first-come, first-served and likewise prioritized in page order.** We will accept up to five ads each month. Reserve your month now!
- Graphic must be furnished by the advertiser and submitted to [media@redangus.org](mailto:media@redangus.org) by the 20th of the month prior.
- Graphic and link cannot change during the month with the exception of a sale/dated ad. In that case, one graphic change will be accepted for the remainder of the month. It's a great opportunity to thank your buyers, promote your next sale date or advertise frozen genetics.

### TECHNICAL SPECIFICATIONS

- Size: 1275 pixels wide x 450 pixels tall
- Color model: RGB
- DPI/resolution: between 150 to 300 dpi.
- Acceptable formats: jpg, png
- Ads must be static. Animated ads will not be accepted.

**RESERVE BANNER AD:**  
<https://bit.ly/eNewsads>

**SUBMIT GRAPHIC FILES:**  
[media@redangus.org](mailto:media@redangus.org)



### WEBSITE ADVERTISING

Red Angus breeders and allied industries advertise in prime locations on [RedAngus.org](http://RedAngus.org).

### WHY WEB ADS?

- Active Red Angus members and stakeholders access RedAngus.org multiple times each month. Reach your bull buyer where they seek information. We are offering advertising on our most-viewed web pages.

### ABOUT YOUR WEB AD

- Ads will run from the first day of the month until the last day of the month.
- **Ads will be accepted first-come, first-served.** One leaderboard and two rectangle banners per page.
- Reserve your month now at: [bit.ly/RedAngusWebAds](http://bit.ly/RedAngusWebAds)
- Graphic must be furnished by the advertiser and submitted to [media@redangus.org](mailto:media@redangus.org) by the 20th of the preceding month.
- Graphic and link cannot change during the month with the exception of a sale/dated ad. In that case, one graphic change will be accepted for the remainder of the month. It's a great opportunity to thank your buyers, promote your next sale date or advertise frozen genetics.

### TECHNICAL SPECIFICATIONS

- Leaderboard size: 728 pixels wide x 90 pixels tall
- Rectangle size: 215 pixels wide x 180 pixels tall
- Color model: RGB
- DPI/resolution: between 150 to 300 dpi.
- Acceptable formats: jpg, png
- Ads must be static. Animated ads will not be accepted.

### ONLINE SALE CATALOG LINK

Breeders can link a sale catalog to their calendar listing.

- If your sale is not listed on the Red Angus Calendar on RedAngus.org, submit your information at no cost: [bit.ly/RAAASubmitSale](http://bit.ly/RAAASubmitSale)
- For \$100 per sale catalog, you can include a sale link and thumbnail image of the cover. Please email the catalog link and a jpg or pdf of the cover to [media@redangus.org](mailto:media@redangus.org).
- Include your RAAA account number for billing.
- The catalog must be hosted on another site. We will not host catalogs.

### BREEDER LINKS

- RedAngus.org > Data Searches & Tools > Breeder Links
- Online listing of contact information by state
- \$150/year
- Request at [media@redangus.org](mailto:media@redangus.org) with the contact information and account number for billing.

### AVAILABLE LOCATIONS – LEADERBOARD AD

- [Contact us](#) — \$900/month
- [Data search and tools](#) — \$900/month
- [Red Angus Magazine](#) — \$900/month
- [Stockyard](#) — \$900/month
- [Calendar](#) — \$900/month

### AVAILABLE LOCATIONS – RECTANGLE AD

- [Stockyard](#) — \$750/month
- [Calendar](#) — \$750/month
- 

### SALE CATALOG LISTING

- [Calendar](#) — \$100

Leaderboard Ad: 728 px x 90 px

Rectangle Ad:  
215 px x 180 px



**RESERVE BANNER AD:** <https://bit.ly/RedAngusWebAds>

**SUBMIT GRAPHICS & CATALOG LINKS:** [media@redangus.org](mailto:media@redangus.org)