

RED ANGUS

2026 MEDIA KIT

Effectively telling the Red Angus story



Red Angus Association of America

Red Angus Stockyard group



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

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RedAngus.org

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ADVERTISING DEADLINES

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

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

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

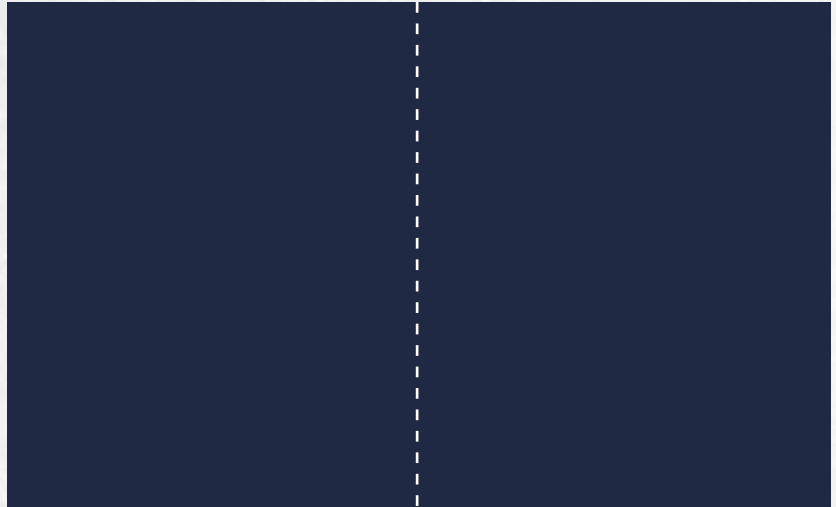
The Red Angus Magazine is available online at RedAngus.org under the "Red Angus Magazine" tab and is promoted on our Facebook, Instagram, Threads and X social media properties.

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

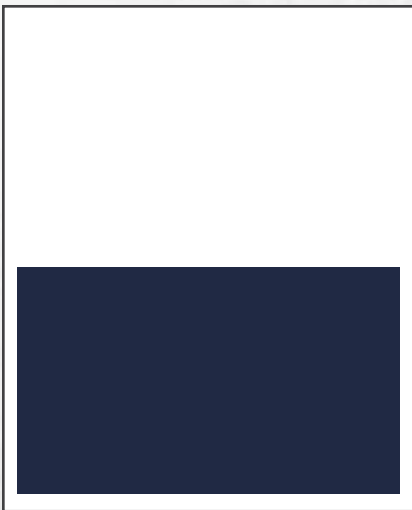




FULL PAGE BLEED
Live Area: 7.625" x 10.125"
Trim: 8.375" x 10.875"
Bleed: 8.625" x 11.125"



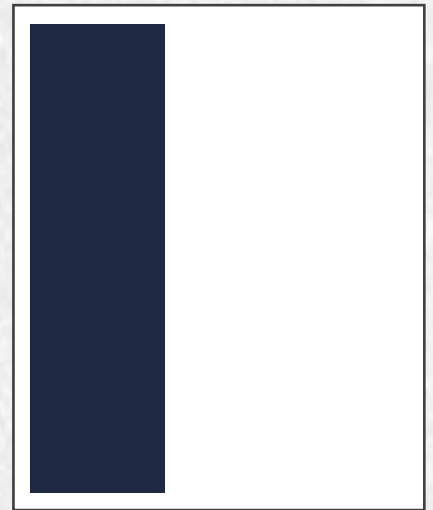
TWO-PAGE SPREAD, BLEED*
Live Area: 16.125" x 10.125"
Trim: 16.875" x 10.875" • Bleed: 17.125" x 11.125" • Gutter: 0.75"
*Two-page spreads may be submitted as two separate pages or a spread.



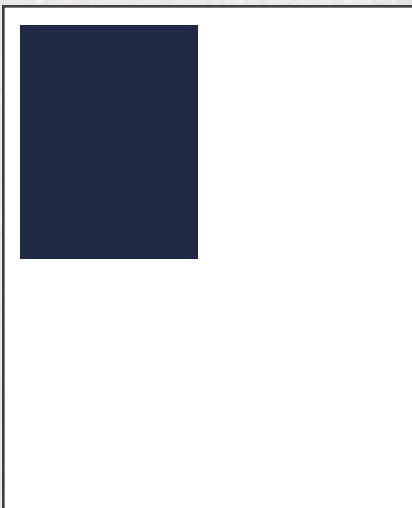
ONE-HALF HORIZONTAL
7.625" x 4.875"



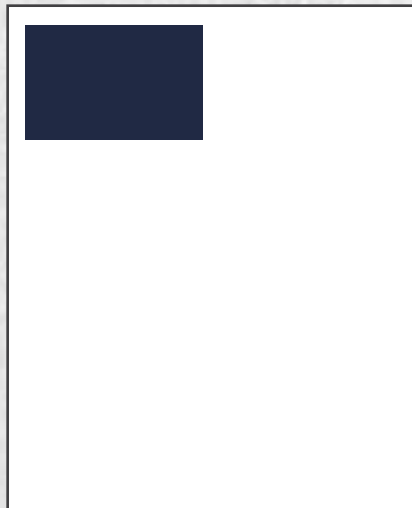
ONE-HALF VERTICAL
3.625" x 10.125"



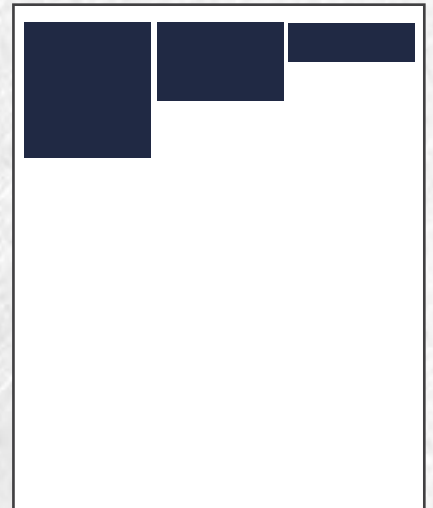
ONE-THIRD VERTICAL
2.33" x 10.125"



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 Magazine Information

DOWNLOADABLE TEMPLATES

Downloadable ad templates for all sizes are available at:

<https://redangus.org/ram-magazine/>

for Adobe InDesign, PhotoShop and Illustrator

InDesign Document Setup Specs:

	Page	Spread
Document Size:	8.375" x 10.875"	16.875" x 10.875"
Margins:	0.375" each side	0.375" each side
Bleed:	0.125" each side	0.125" each side
Gutter:	N/A	0.875" in center

PREFERRED MAGAZINE MATERIALS AND MECHANICAL REQUIREMENTS

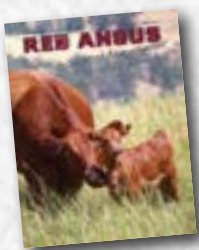
PREFERRED FILES: PDF

ACCEPTED FILES: JPG, TIF, EPS

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

- Photo and graphic files must be a minimum of 300 dpi.
- Line art files must be a minimum of 600 dpi
- Photos must be shot at highest quality (1200 x 800 minimum).
- Do not send low-resolution files taken from websites.
- Convert all files to CMYK color mode. 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.

SPECIAL GENETIC ADVANCEMENT EDITION



This special edition, published in mid-February, is designed to have a longer shelf life and is focused on genetic advancement – semen sales, studs, AI services, cattle-mating services, etc. Bull sale ads are also allowed.

Distributed to the same mailing list as the February Red Angus Magazine –

approximately 12,000 readers – made up of RAAA members and Red Angus bull buyers.

Editorial is focused on genetic advancement through AI, synchronization protocols, management practices, etc.

Advertising rates are the same as the Red Angus Magazine. Frequency discounts will apply based on the advertiser's commitment to RAM advertising and count toward an advertiser's frequency obligation (10x or 5x rate). Premium ad pages for the Genetic Advancement Special Edition (back cover, inside covers, page 1) start at \$1,100 with bid increments of \$10 between interested parties. Contact Tracey Koester to express interest in bidding on a premium page.

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 or 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.

We adhere to strict production deadlines in order to publish, mail and get the magazine into buyers' hands on time. Please know that we will give you as much time as we can to submit advertising, but we cannot extend the deadline past the normal production schedule.



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

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, 2024, your materials must be submitted by 5 p.m. CT on Wednesday, Oct. 2.)

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 EBLAST 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 150 dpi.
- Line art files must be a minimum of 600 dpi.
- 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 color mode. 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.

HOW DO I SEND AN EBLAST?

1. Design your graphic, or use your Red Angus Magazine ad. The size is flexible, but 8.5 x 11 works well.
2. Order your eBlast at <https://bit.ly/orderblast>. In this step, you will enter information such as your account number to which the eBlast will be billed, basic sale information and links.
3. Send your graphic to eblasts@redangus.org. RAAA will send you a proof that must be approved before the eBlast is scheduled.

Tune in to the podcast:
redangus.org/red-angus-remarks/





ENEWS BANNER ADVERTISING

Reach approximately 4,300 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 – 46.4%

AVG. AG/FOOD – 27.31%

CLICK RATE COMPARISON

4.2% – RAAA ENEWS

2.94% – AVG. AG/FOOD

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 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.

PER-MONTH RATE

- eNews Banner – \$400/month

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

SUBMIT GRAPHIC FILES: media@redangus.org



WEBSITE ADVERTISING

Red Angus breeders and allied industries advertise in prime locations on 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
- Graphic must be furnished by the advertiser and submitted to 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
- 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.
- Include your RAAA account number for billing.
- The catalog must be hosted on another site. We will not host catalogs.

BREEDER LINKS

- <https://redangus.org/data-search-tools/breeder-links/>
- Online listing of contact information by state
- \$150/year
- Request at media@redangus.org with the contact information and account number for billing.

AVAILABLE LOCATIONS – LEADERBOARD AD

- [Contact Us](#) — \$400/month
- [Data Search and Tools](#) — \$400/month
- [Red Angus Magazine](#) — \$400/month
- [Stockyard](#) — \$400/month
- [Calendar](#) — \$400/month
- [REDSPro Animal Search](#) (rotating ad) — \$400/month

AVAILABLE LOCATIONS – RECTANGLE AD

- [Stockyard](#) — \$250/month

SALE CATALOG LISTING

- [Calendar](#) — \$100



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

SUBMIT GRAPHICS & CATALOG LINKS: media@redangus.org

Leaderboard Ad: 728 px x 90 px

Rectangle Banner:
215 px x 180 px



NO-COST OPPORTUNITIES

RED ANGUS STOCKYARD FB GROUP

Link: <https://www.facebook.com/groups/RedAngusFeederFax>

Approved group members may post in this public group at no cost.

RED ANGUS STOCKYARD LISTING

Link: <https://redangus.org/marketing/stockyard/>

Stockyard is an online listing of commercial cattle, frozen genetics and registered cattle that is searchable by state. Stockyard listings are also posted in the Red Angus Stockyard Facebook group.

RED ANGUS SHOW LIST [COMMERCIAL CATTLE]

Link: <https://redangus.org/marketing/showlist/>

The Show List is an online listing of Red Angus-influenced feeder and finished cattle that is searchable by state. Show list listings are also posted in the Red Angus Stockyard Facebook group.

FEEDERFAX [TAGGED COMMERCIAL CATTLE]

eBlast to buyers and feeders with information on commercial cattle that are selling. Request a FeederFax by checking the FeederFax box when submitting a Show List listing (link above).

FEMAIL [COMMERCIAL REPLACEMENT FEMALES]

eBlast to buyers with information on commercial females that are selling in load lots. Request a FeMail by checking the FeMail box when submitting a Stockyard listing (link above).

RED ANGUS CALENDAR LISTING

List your sale on the online calendar and in the Red Angus Magazine. You can add a link to your online sale catalog for \$100. <https://redangus.org/sales-and-events/submit-an-event-sale/>

PAID DIGITAL ADVERTISING

BREEDER LINKS

Keep your digital business card in front of customers on the Red Angus website. Links are searchable by state. \$150/year.

<https://redangus.org/data-search-tools/breeder-links/>

SALES EBLASTS

Reach more than 5,700 bull sale buyers in their inbox with an eBlast. See media kit for details. \$125/eBlast • \$300/Rush

ENEWS BANNER

Red Angus eNews reaches more than 4,300 members and Red Angus stakeholders each Wednesday in their inbox and through our social media platforms. See media kit for details. \$400/month

WEBSITE BANNER

Reach Red Angus stakeholders with a web banner ad as they browse through RedAngus.org. Pricing on page 7.

SALE CATALOG LINK ON CALENDAR LISTING

Link your online sale catalog to your calendar listing. \$100/link

PRINT MEDIA

RED ANGUS MAGAZINE AD

Reach more than 12,000 Red Angus stakeholders and members on the pages of magazine published 10 times a year. See the media kit for sizes, pricing, ad specs and other details.

PRIVATE TREATY SALES LISTING IN MAGAZINE

List your name and contact information in the magazine in the Private Treaty Listing. \$50/month

BREEDER DIRECTORY AD

Maintain a presence with your contact information in each Red Angus Magazine. See page 2 for details.

CALVING BOOK

Keep your information in your customers' hands – literally. Calving books with your customized cover make a great customer-appreciation gift. Orders are placed annually in the fall.

<https://redangus.org/marketing/calving-book/>

SPONSORSHIPS

NATIONAL RED ANGUS CONVENTION

Contact Halla Ramsey – halla@redangus.org

RED ANGUS YOUTH EXPO

Contact Taylor Dorsey – taylordorsey@redangus.org

JRA SPONSORSHIP

Contact Taylor Dorsey – taylordorsey@redangus.org

ADDITIONAL RESOURCES

SALE PLANNER

<https://redangus.org/marketing/sale-planner/>

- **Catalog Data Extracts**
Review information on requesting catalog data that is imported into a template or instructions on how to download your data into an Excel spreadsheet
- **Catalog Inserts**
Download a variety of print-ready PDFs to place in your sale catalog or print as a customer resource.
- **Terms & Conditions**
Direct customers to the online document and save space in your sale catalog.

BUYERS LIST

Purchase a list of Red Angus members, magazine subscribers and active bull buyers to beef up your mailing list. Various options from \$100, \$200 or \$350.

Download request form at <https://bit.ly/RAAMailingListRequest>