

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/ordereblast. 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/

RED ANGUS Remarks THE PODCAST