

South Dakota Cattlemen's Association

MEDIA KIT

The South Dakota Cattleman is the official publication of the South Dakota Cattlemen's Association. The magazine is distributed to SDCA members, beef producers, beef industry supporters, property owners, Allied Industry partners, as well as state and federal government officials. The SDCA also published The Cattle Guard, a weekly e-newsletter that contains news from SDCA and other industry resources.

SPECIFICATIONS

All rates are for camera ready ads. Please submit files in one of the following formats (at minimum 300 dpi): Press Quality PDF, JPEG, or PNG.

A \$25/hour fee will apply for setup. A \$100/hour fee will apply for graphic design services. Edits and approvals are included.

Ad Dimensions

Page size is 8.5 x 11 inches with the printable area being 7.5 x 10 inches.

Full Page: 8.25 x 10.25 inches

Half Page: 3.25 x 10 or 7.5 x 5 inches

Quarter Page: 3.5 x 5 inches

Business Card: 2.75 x 4.25 inches

MEMBER RATES

Size	Ad Rate (Color)
Full Page	\$640
Half Page	\$500
Quarter Page	\$320
Business Card	\$160
Front Inside Cover	\$736
Back Inside Cover	\$736
Back Cover	\$736
E-Newsletter	\$130/month

NON-MEMBER RATES

Size	Ad Rate (Color)
Full Page	\$800
Half Page	\$625
Quarter Page	\$400
Business Card	\$200
Front Inside Cover	\$920
Back Inside Cover	\$920
Back Cover	\$920
E-Newsletter	\$160/month

Website Ads: Customized packages are available to fit your specific needs. Contact us for more information.

CONTACT INFORMATION

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