

South Dakota Cattlemen's Association

Media Kit

Specifications

All rates are for print-ready ads. Files may be submitted in one of the following formats (at a minimum of 300 dots per inch (dpi), full color): Press Quality PDF, JPEG, or PNG.

A \$150/hour fee will apply for graphic design services. Edits and approvals are included.

The South Dakota Cattleman Magazine

The South Dakota Cattleman is the official publication of the South Dakota Cattlemen's Association. The magazine is distributed to SDCA members, producers, industry leaders, Allied Industry Members, as well as state and federal government officials.

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

Member Rates

<u>Size</u>	<u>Ad Rate</u>
Full Page	\$640
Half Page	\$500
Quarter Page	\$320
Business Card	\$160
Front Inside Cover	\$736
Back Inside Cover.	\$736
Back Cover	\$736

Non-Member Rates

<u>Size</u>	<u>Ad Rate</u>
Full Page	\$800
Half Page	\$625
Quarter Page	\$400
Business Card	\$200
Front Inside Cover	\$920
Back Inside Cover.	\$920
Back Cover	\$920

The Cattle Guard E-Newsletter

The Cattle Guard is the weekly e-newsletter is distributed to over 1,500 SDCA members and non-members. Ads run on month-by-month increments and the ad can be directed to a weblink of choice. Ad size is 1080 by 1080 pixels. Ad campaign results can be requested upon completion of the campaign.

Member Rates

\$130/month

Non-member Rates

\$160/month