MONTANA STOCKGROWERS ASSOCIATION

2012 Rate Card

Reach Montana ranchers by advertising with the Montana Stockgrowers Association's (MSGA) publications! MSGA publishes two publications throughout the year as a service to the single largest economic sector in Montana, agriculture. See how you can take your business one step further and advertise in either the *Montana Stockgrower Update* or *Montana Seedstock and Commercial Cattle Directory*!

MONTANA STOCKGROWER UPDATE

Monthly Newsletter | Circulation: 1,500 | Publication Size: 8.5"W x 11"H

Advertisements are on a first-come first-serve basis and need to be at the MSGA office one week before printing photo ready in grayscale. All advertisements are black and white. Inserts can be full color. Newsletter is typically printed every full third week of the month. For publication dates, contact the MSGA office at (406) 442-3420.

ADVERTISING RATES AND MECHANICAL REQUIREMENTS

Advertisement Size	MSGA Member	Non-Member
Insert	**$600**	**$600**
Full Color or Black and White 8.5" wide x 11" tall (Front and Back) Advertiser provide 1,500 inserts or is charged actual printing cost. Must mail to MSGA 10 days before printing.		
Half Page Advertisement	**$400**	**$425**
Black and White 3.75" wide x 10" tall 7.5" wide x 5" tall		
Quarter Page Advertisement	**$200**	**$225**
Black and White 3.75" wide x 5" tall		
Business Card Advertisement	**$50**	**$75**
Black and White 3.5" wide x 2" tall		

MONTANA SEEDSTOCK AND COMMERCIAL CATTLE DIRECTORY

Annual Directory | Circulation: 5,000 | Publication Size: 5.5"W x 8.5"H

This premier directory is mailed to MSGA members, livestock markets, feeders and cattle buyers across the U.S. It is also distributed at the numerous national and state-wide trade shows, seedstock sales and other national and state agricultural events. **Advertisers must be a current MSGA member.**

ADVERTISING RATES AND MECHANICAL REQUIREMENTS

Advertisement Size	Full Color
Priority Page	**Auction**
Priority Page advertisements are auctioned off annually at the MSGA Annual Convention. They are the **ONLY** advertisements with full color. Priority page advertisers also receive additional benefits. To learn more about becoming a priority page buyer, contact MSGA at (406) 442-3420. Bleed Size: 5.75" wide x 8.75 " tall Trim Size: 5.5" wide x 8.5" tall Live Advertisement: 4.75" wide x 7.5" tall	

Advertisement Size	One Color	Black and White
Full Page Advertisement	**$575**	**$450**
If you select a one color advertisement, your advertisement will be black plus one other color of your choice. Bleed Size: 5.75" wide x 8.75 " tall Trim Size: 5.5" wide x 8.5" tall Live Advertisement: 4.75" wide x 7.5" tall		
Half Page Advertisement	**$425**	**$300**
If you select a one color advertisement, your advertisement will be black plus one other color of your choice. 4.75" wide x 3.75" tall		
Commercial Cattle Advertisements		**$125**
Commercial Cattle advertisements are only black and white. 2.25" wide x 1.75" tall		

ADVERTISEMENT SALE REPRESENTATIVES

Jerry Gliko, (406) 860-3181 or (406) 277-3001 or **MSGA Office,** (406) 442-3420

MONTANA STOCKGROWERS ASSOCIATION

420 N. California | Helena, MT 59601

(406) 442-3420 (P) | (406) 449-5105 (F)

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2012 Newsletter Publishing Schedule

Newsletter Published	Materials Due	Newsletter to Printer	Estimated Delivery
January 20	January 13	January 18	January 20-23
February 24	February 17	February 22	February 24-27
March 23	March 16	March 21	March 23-26
April 20	April 13	April 18	April 20-23
May 25	May 18	May 23	May 25-28
June 22	June 15	June 20	June 22-25
July 20	July 13	July 18	July 20-23
August 24	August 17	August 22	August 24-27
September 21	September 14	September 19	September 21-24
October 26	October 19	October 24	October 26-29
November 16	November 9	November14	November 16-19
December 21	December 14	December 19	December 21-24