

# The South Dakota Cattlemen's Association

# Media Kit

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

## E-Newsletter Ads

SDCA Member Advertising Rates:  
\$128/Month

Regular Rates:  
\$160/Month

## Specifications

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

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

Page size is 8-1/2 x 11 inches, printable area is 7-1/2 x 10 inches.

Full page: 8.25 x 10.25

Half page: 3-1/4 x 10 or 7-1/2 x 5

Quarter page: 3-1/2 x 5

Business Card: 2.75 x 4.25

## Magazine Member Rates

Size	Ad Rate B/W	Ad Rate Color
Full Page	\$480	\$640
Half Page	\$345	\$500
Quarter Page	\$160	\$320
Business Card	\$80	\$160
Front Inside Cover		\$736
Back Inside Cover		\$736
Back Cover		\$736

## Magazine Non-Member Rates

Size	Ad Rate B/W	Ad Rate Color
Full Page	\$600	\$800
Half Page	\$425	\$625
Quarter Page	\$200	\$400
Business Card	\$100	\$200
Front Inside Cover		\$920
Back Inside Cover		\$920
Back Cover		\$920

## Website Ads

If you are interested in advertising on our website, we have customized packages available.

We can create a outcome package to fit your specific needs.

## Contact Information

Taya Runyan - Executive Director, [trunyan@sd cattlemen.org](mailto:trunyan@sd cattlemen.org)  
 JaCee Aaseth - Comms. Director, [jaaseth@sd cattlemen.org](mailto:jaaseth@sd cattlemen.org)  
 SDCA Office - [office@sd cattlemen.org](mailto:office@sd cattlemen.org) or 605.945.2333  
[www.sd cattlemen.org](http://www.sd cattlemen.org)

Publication	Deadline
January-February	December 5
March-April	February 5
May- June	April 5
July-August	June 5
September-October	August 5
November-December	October 5

South Dakota

