

Official Publication of the OKLAHOMA CATTLEMEN'S ASSOCIATION since 1961

OKLAHOMA COWMAN

2026 MEDIA KIT





The Trusted Voice of the *Oklahoma Cattle Industry*

IMPROVE YOUR MARKETING STRATEGY SIMPLY.

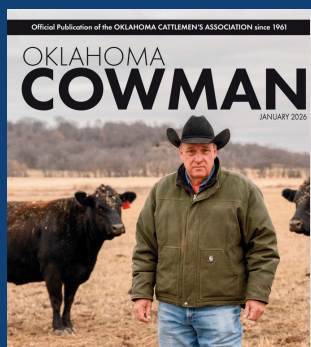
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The most influential and progressive Oklahoma cattle producers read The Cowman each month. The publication is produced 12 times a year by the Oklahoma Cattlemen's Association and is supported by print and digital content to match. For decades, the OCA has had one goal, which is to keep cattlemen informed.

Over time, the OCA has adapted to meet the changing needs of the industry. That commitment is why The Cowman remains a trusted source of information today, with the magazine reaching more than 5,600 readers each month.



Find more at
okcattlemen.org

Editorial Calendar

January

OCA Membership
AD. Deadline December 15

February

Performance In Progress
AD. Deadline January 15

March

Pasture and Range Management
AD. Deadline February 15

April

Red Angus
AD. Deadline March 15

May

Brahman Influence
AD. Deadline April 15

June

Oklahoma Cattlemen's Foundation Annual Report
AD. Deadline May 15

July

OCA Convention & Trade Show and Special Cattle Feeders
AD. Deadline June 15

August

Annual OCA Ranch Rodeo
AD. Deadline July 15

September

Angus
AD. Deadline August 15

October

Livestock Marketing
AD. Deadline September 15

November

Farm and Ranch Equipment
AD. Deadline October 15

December

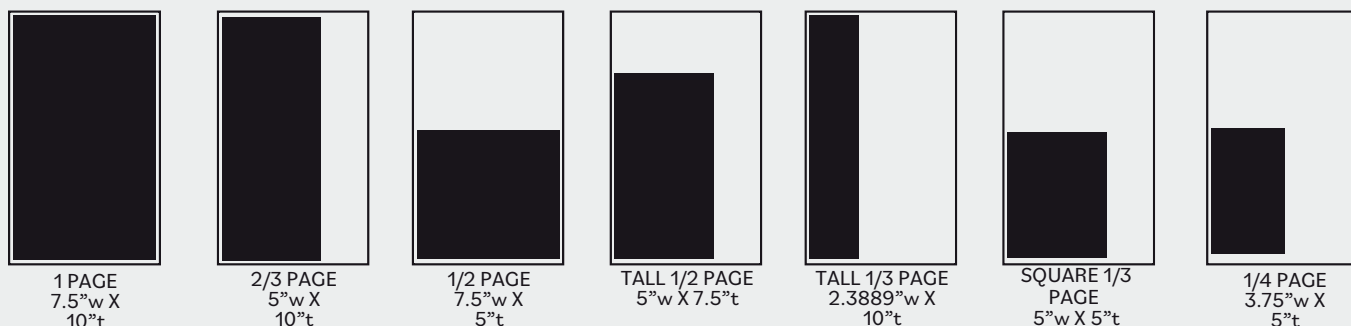
Hereford
AD. Deadline November 15

OCA

Livestock Rates

Cowman Sizing

TRIM SIZE: 8.5"w X 11"t
 BLEED SIZE: 1/8"
 LIVE AREA: 7.5"s X 10"t
 COLUMN WIDTH: 2.3889" (3 column layout)



File Requirements



- ✓ Please use the dimensions provided above.
- ✓ High Quality PDFs (at least 300 dpi) are preferred.
- ✓ You may also send Adobe InDesign Files as long as you also send all fonts and graphics used (meeting all the graphic requirements listed below).
- ✓ We reserve the right to rebuild any ad that doesn't meet our requirements.

Graphic Requirements



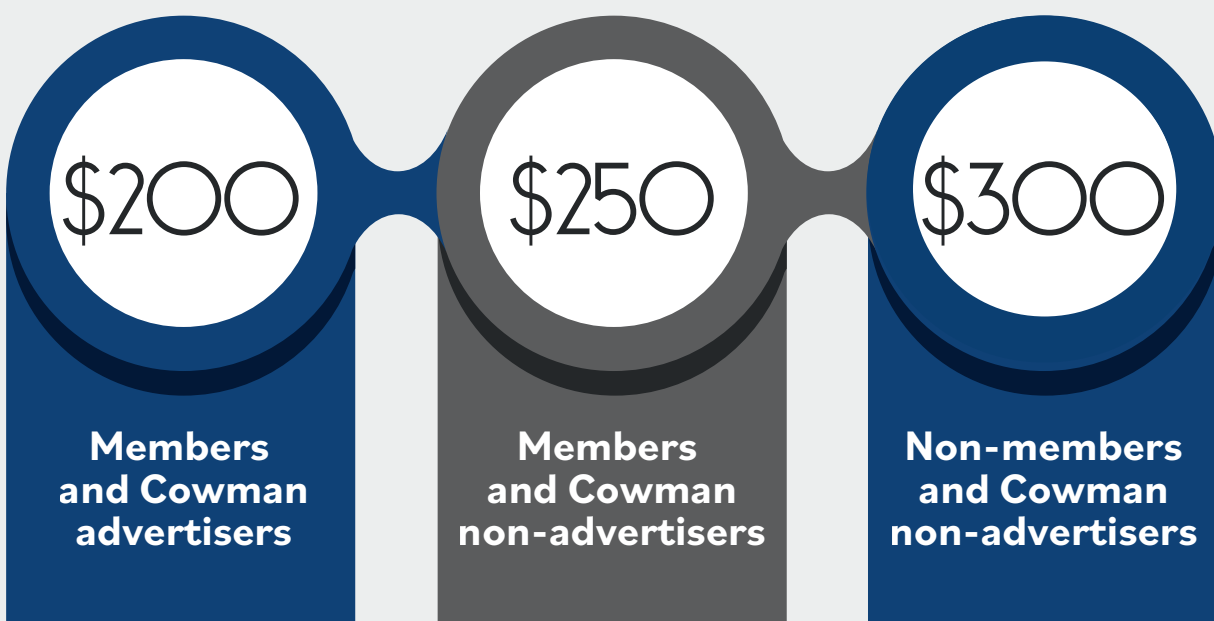
- ✓ Do not send low-resolution files taken from websites.
- ✓ Do not send files placed in Microsoft Word
- ✓ PDF files must be GRAYSCALE or CMYK. we will not guarantee the color if we have to convert from PMS or RGB to CMYK or GRAYSCALE
- ✓ All graphics must be high resolution. We will not guarantee quality of print if you send low-resolution.

Sizing	One Time B/W	One Time 4 Color	12 Times B/W	12 Times 4 Color
Full Page	\$650	\$900	\$570	\$820
2/3 Page	\$560	\$725	\$500	\$650
1/2 Page	\$450	\$575	\$400	\$500
1/3 Page	\$350	\$432.50	\$310	\$400
1/4 Page	\$300	\$302.50	\$260	\$350
Classified Advertising	\$36		\$30	

OCA

Email Blasts

Email blasts will be sent to the Oklahoma Cattlemen's Association email list. E-blasts will be directly linked to the advertiser's website. They will be sent only on Tuesdays and Thursdays , and Fridays for special accommodations only. Only one per week will be sent. E-blasts are purchased advertisements and should promote products or services provided by the purchaser. E-blasts should not mention the Oklahoma Cattlemen's Association or include the OCA logo. E-blast images must be sent as high quality JPGs or PNGs. Placement ready ads should be provided at least 2 days before the send date.



2025 By The Numbers

- **48%** Average Open Rate
- **2%** Average Click Rate
- **468,518** Sends
- **9,562** Subscribers
- **165,999** Opens
- **4,903** Clicks

OCA Website

Website ads will be placed on the Oklahoma Cattlemen's Association website, www.okcattlemen.org. Advertisements will be directly linked to the advertiser's website. Advertising copy must be received on or by the 20th day of each month preceeding the month of publication. (For example: Dec. 20th for a web ad that is to run in January).

\$250

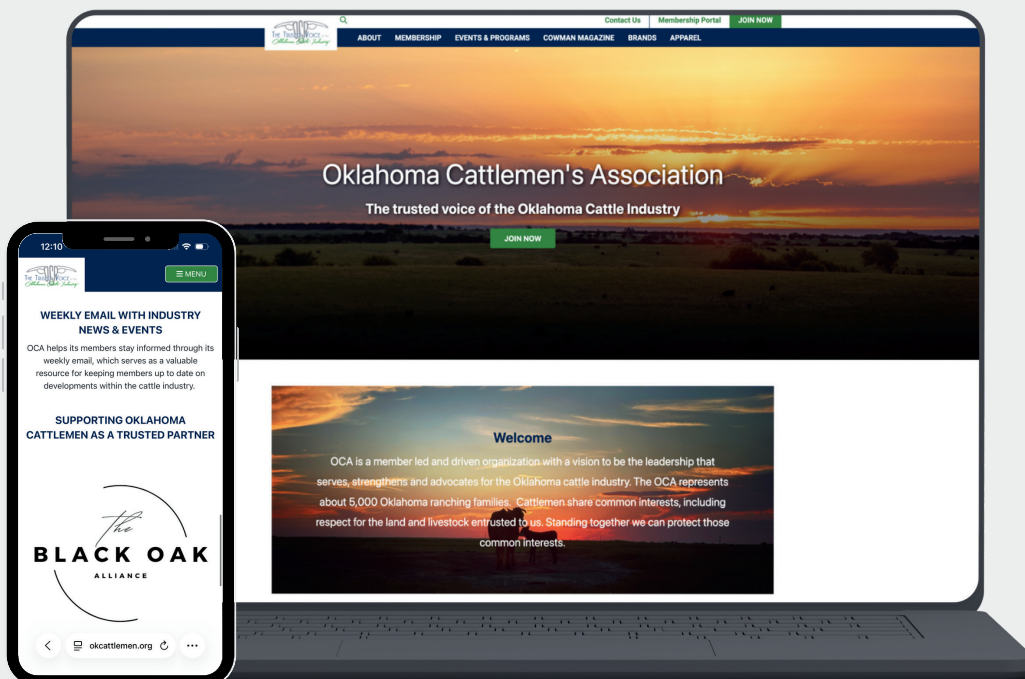
1-5 months

\$225

6-11 months

\$200

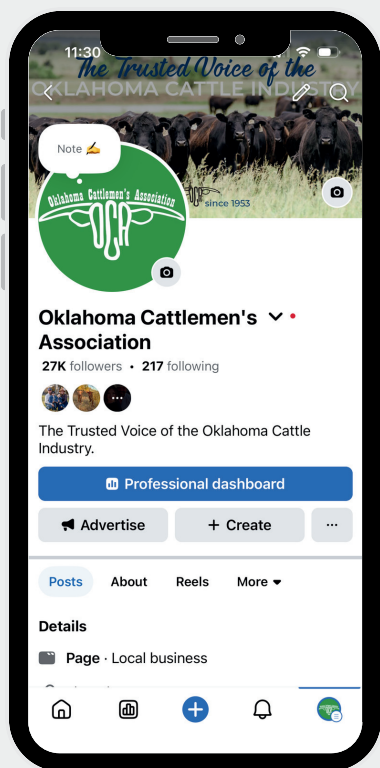
1 year



OCA Social Media

The Oklahoma Cattlemen's Association's Facebook page has more than 27,900 followers. Our social media presence is the largest of all other Oklahoma agricultural organizations. Advertisers have recognized the following that we have and began asking about paid shares. A \$25 discount is given for every 3 purchased. Discounts are reflected in the prices below. The OCA will only sell 1 paid social media share per week. Scheduling is first come, first serve. Content must be scheduled at least one week in advance.

2025 By The Numbers



1.3 Million Views

42,000 Profile Visits

1,800 Link Clicks

27,913 Total Followers

\$150

1 Share

\$425

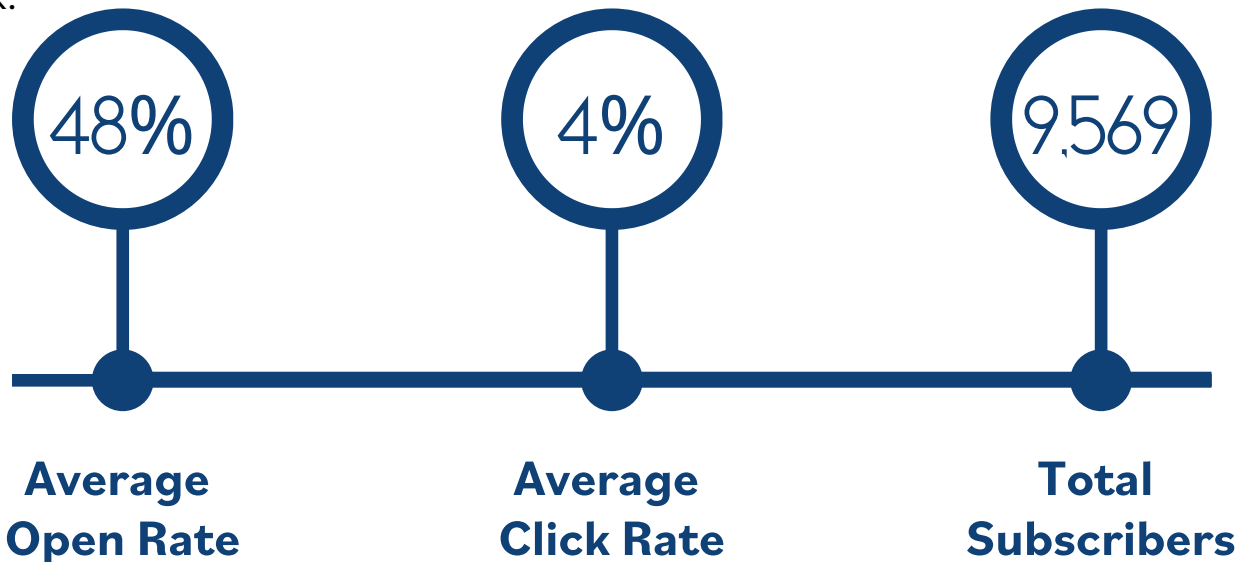
3 Shares

\$850

6 Shares

OCA Newsletter

Deadlines & Publication Dates: Advertising copy is due by the 20th of the month prior to publication. For example, December 20 for a January placement. The OCA Newsletter is distributed on the second and fourth Monday of each month. No more than five ads will run per newsletter. Paid ads must be sized at 540px X 120px.



\$150

1-11 months

\$100

12 months



OCA Staff

Receive outstanding support for whatever your needs may be. Contact us to learn about how the services listed in this media kit can boost your program's business and popularity.



Michael Kelsey
OCA Executive Vice President



Colton Pratz
Director of Marketing &
Cowman Editor



Cassie Danielson
Director of Member Services



Hannah McElrath
Sponsorship Coordinator



McKenzie Layton
Communications Manager &
OJCA Coordinator



Ashton Hawkins
Office Manager



Jeani Logemann
Brand Registrar



Lori Henderson
Northeast & Central District
Field Representative



Lori Campbell
Northwest & Southwest District
Field Representative



Betsy Shropshire
Southeast & South Central
Field Representative

Fostering The Future



Let us help you build an effective marketing strategy. Partnering with OCA expands your buyer base and frees up time to focus on what matters most. Through our digital media platforms, we offer broad reach, targeted messaging, and measurable results.

If you want to promote your product or service while supporting the beef industry, OCA is the right partner. Contact our staff today to learn more.

Contact Us



Colton Pratz
Cowman Editor



405.385.1054



cpratz@okcattlemen.org

Oklahoma Cattlemen's Association

THE TRUSTED VOICE OF THE OKLAHOMA CATTLE INDUSTRY

LEADERSHIP

Dedicated to serving through grassroots collaboration.

STEWARDSHIP

To empower and advocate for Oklahoma cattle families and their legacy.

INTEGRITY

Loyal, honest and committed to doing right for our industry and consumers.

CONTACT INFORMATION

TYPE OF OPERATION: *(Select all that apply)*

☐ Cow/Calf ☐ Purebred ☐ Stocker ☐ Feeder

Full Name: _____

Company Name: _____

Date: _____

Recruited by: _____

Phone: _____

Address: _____

Email: _____

City: _____

State: _____

Zip Code: _____

County: _____

[SCAN HERE TO JOIN ONLINE!](#)



SEND ME INFORMATION ON: *(Select all that apply)*

☐ Oklahoma Junior Cattlemen's Association ☐ Brand Registration
☐ Oklahoma CattleWomen, Inc. ☐ National Cattlemen's Beef Association

MEMBERSHIP OPTIONS

OCA ANNUAL DUES

(My fair Share Contribution (\$0.30 per head suggested)).

\$150

CONTRIBUTION TO SUPPORT LEGISLATIVE REPRESENTATION

(Beef Promotion and Issues Management).

\$ _____

CONTRIBUTION TO THE OKLAHOMA CATTLEMEN'S FOUNDATION

(For Support of the Lasting Legacy Campaign, Education and Scholarships).

\$ _____

OCA LIFE MEMBERSHIP

(Four equal payments in six-month installments allowed).

\$3,000

TOTAL REMITTANCE

(Membership dues include a Subscription to the Monthly Oklahoma Cowman Magazine).

\$ _____

RETURN THIS FORM TO:

Oklahoma Cattlemen's Association | Attn. MEMBERSHIP
P.O. Box 82395 | Oklahoma City, OK 73148
cdanielson@okcattlemen.org



OKCATTLEMEN.ORG | 405.235.4391 | P.O. BOX 82395 OKLAHOMA CITY, OK 73148

WORKING TO PROTECT AND EMPOWER OKLAHOMA CATTLEMEN TODAY, TO SERVE TOMORROW THROUGH.

okcattlemen.org

