Oklahoma COWMAN

MAGAZINE | SINCE 1961

okcattlemen.org | 405.235.4391 | P.O. Box 82395, Oklahoma City, OK 73148

COMMERICAL RATES
No. 23

	One Time
Full Page	$800
2/3 Page	$675
1/2 Page	$550
1/3 Page	$425
1/4 Page	$360
1 Column Inch	$48

Insert, Gatefold: Rates on request. Sample of description necessary.

Color: $150 per page per additional color. Applies to all standard colors; red, orange, yellow, blue and green. Matched color $190 per page.

Four Color: $400

Deadlines & Publication Dates: Insertion orders and advertising copy must be received on or by the 15th day of each month preceding the month of publication. (For example: Dec. 15th for the Jan. issue.)
The *Oklahoma Cowman* is published the first each month, 12 months per year.

File Requirements: Please use the dimensions listed to the right. 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 substitute fonts when necessary -- matching your choice as closely as possible. We reserve the right to rebuild any ad that doesn't meet our file requirements.

<u>Files NOT Accepted:</u> Microsoft Publisher, PictureIt, any graphics placed in Word, PowerPoint

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

Oklahoma Cowman **Staff**
Colton Pratz, Editor & Ad Sales
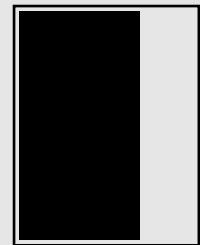cpratz@okcattlemen.org • 405.235.4391

National Sales Representative
Wendy McFarland
mcfarlandadvantage@gmail.com • 334-652-9080

Shapes and Dimensions

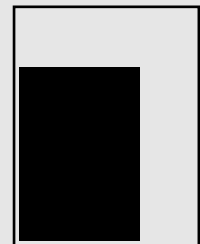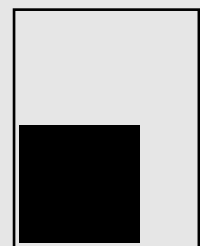1 PAGE
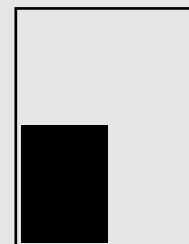7.5"w X 10"t

2/3 PAGE
5"w X 10"t

1/2 PAGE
7.5"w X 5"t

TALL 1/2 PAGE
5"w X 7.5"t

TALL 1/3 PAGE
2.3889"w X 10"t

SQUARE 1/3 PAGE
5"w X 5"t

1/4 PAGE
3.75"w X 5"t

TRIM SIZE: 8.5"w X 11"t
BLEED SIZE: Add an Additional 1/8" all the way around (8.75"w X 11.25"t)
LIVE AREA: 7.5"s X 10"t
COLUMN WIDTH: 2.3889" (3 column layout)

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LIVESTOCK RATES

No. 23
Non-Commissionable

	One Time	12 Times
Full Page	$650	$570
2/3 Page	$560	$500
1/2 Page	$450	$400
1/3 Page	$350	$310
1/4 Page	$300	$260
1 Column Inch	$36	$30

Insert, Gatefold: Rates on request. Sample of description necessary.

Color: $125 per page per additional color. Applies to all standard colors; red, orange, yellow, blue and green. Matched color $150 per page.

Four Color: $250

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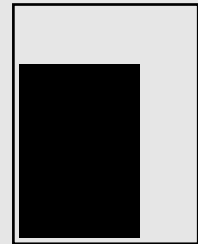## Shapes and Dimensions

1 PAGE
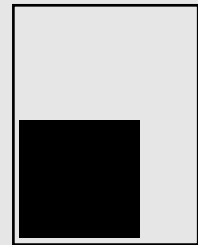7.5"w X 10"t

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LIVESTOCK SALES RATES

No. 23
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Back Cover (*UV Coated*)	$1350
Inside Front or Inside Back Cover	$1300
Four Color Page	$1250
Two Color Page	$1125
BW Page	$1000

* Ring service provided in-state.
Out-of-state call for quote.

Additional advertising will be at livestock rate. Contract advertisers will receive discounts. Please call for further details.

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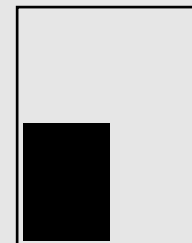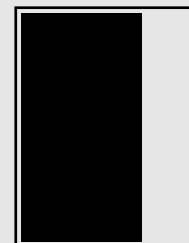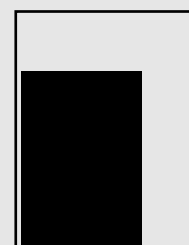2/3 PAGE
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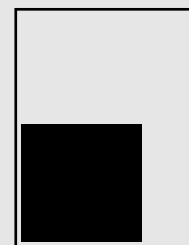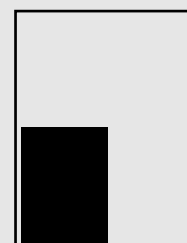
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Editorial Calendar

January. . . . . OCA Membership

February . . . . Pasture and Range Management & Spotlight on Club Calves

March . . . . Performance Progress

April . . . . Youth Livestock Shows

May . . . . Brahman Influence

June . . . . Oklahoma Cattlemen's Foundation Annual Report

July. . . . . Annual OCA Convention & Tradeshow & Cattle Feeding / Feedlots

August. . . . . Annual OCA Range Round-Up

September . . . . Angus

October . . . . Livestock Marketing

November . . . . Farm & Ranch Equipment

December . . . . Hereford

EMAIL BLAST ADVERTISING

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, Thursdays or Fridays, and only one per week will be sent. Email blasts are purchased advertisements and should promote products or services offered by the purchaser. Eblasts should not mention Oklahoma Cattlemen's Association or include the OCA logo.

Cost Per Blast

$300	non-members & Cowman non-advertisers
$250	members & Cowman non-advertisers
$200	members & Cowman advertisers

Average Open Rate: 37%
Average Click Rate: 15%

Deadlines: Placement-ready ad should be provided at least two business days prior to send date.

File Requirements: Email blast files are recommended to be 620 x 800 pixels. JPG or PDF files are preferred. We reserve the right to rebuild any ad that doesn't meet our file requirements. Additional charges may be incurred at standard hourly design rate if an existing ad does not exist.

<u>Files NOT Accepted:</u> JPGs and PDFs only accepted.

For more information contact:
Colton Pratz, Ad Sales
cpratz@okcattlemen.org • 405.235.4391

E-NEWSLETTER ADVERTISING

The OCA E-Newsletter is distributed once a month on the second Tuesday of each month. No more than 5 ads will run on each newsletter.

Cost Per Month	Run Time
$150	1-11 months
$100	1 year

6,000 + subscribers
Average Open Rate: 20%
Average Click Rate: 9%

Deadlines & Publication Dates: 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.)

File Requirements: Ads should be 200 pixels wide x 200 pixels tall. Jpg files are preferred with 72 dpi. We reserve the right to rebuild any ad that doesn't meet our file requirements.

<u>Files NOT Accepted:</u> Jpgs only accepted.

For more information contact:
Colton Pratz, Ad Sales
cpratz@okcattlemen.org • 405.235.4391

Screenshot of the weekly newsletter.

WEBSITE ADVERTISING

Website ads will be placed on the Oklahoma Cattlemen's Assocaition website, www.okcattlemen.org and will be visible on each page. Advertisements will be directly linked to the advertiser's website. The ad will be placed in a rotating cylce ads. No more than 6 ads will be in the rotation. Each ad will be displayed for 8 seconds.

Cost Per Month	Run Time
$250	1 - 5 months
$225	6 - 11 months
$200	1 year

Average Visitors: 6,400 (82% New, 18% Returning)
Average Clicks per ad per edition: 10

Other Demographics of Visitors:
- **46% female; 54% male**
- **33.5% 25-34 Years Old**
- **27.5% 18-24 Years Old**
- **15.5% 35-44 Years Old**

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Screenshot of the OCA Website.

WEBINARS

Webinars is to empower cattlemen by providing educational opportunities that they can be part of in the comfort of their own home OR literally anywhere that they have internet access. We've built an audience and a following and would like to extend the opportunity to our industry partners to help us continue to provide tools to empower cattlemen while providing our industry partners with another opportunity to connect with potential customers.

Webinar Type & Cost	Description
Sponsorship - $500	Webinar sponsorship where OCA comes up with a topic and plays a large role in setting-up the panelists to discuss a topic. The sponsor would be mentioned, tagged in social media posts and other promotion.
Branded - $750	Opportunity to push your company, product or service. Topic and program outline must be approved by the OCA.

Scheduling: Webinars should be scheduled a minimum of 30 days in advance of the desired webinar date. Dates are first come, first served. Payment is required to secure the date.

Needed Items, ASAP after securing a webinar date:
- Webinar Description
- Panelist(s) Name and Email address
- Panelist photo
- Company logo
- Company Social Media Handles that need to be tagged during promotion

Additional Information:
- Payment required to secure your desired date.
- Webinars should not exceed 1 hour.
- OCA will have a representative to moderate all webinars and for introduction and closing.
- All webinars will be recorded and archived in the OCA Member Learning Center housed at okcattlemen.org

For more information contact:
Courtney McNeff
cmcneff@okcattlemen.org • 405.235.4391

PAID SOCIAL MEDIA SHARES

Oklahoma Cattlemen's Association's Facebook page has more than 22,330 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. The discounts are reflected in the prices below.

Price	Number of Shares
$150	1 Share
$425	3 Shares
$850	6 Shares

Scheduling: Must be scheduled at least 1 week in advance.

Additional Information:

- OCA will only sell paid social media share per week and this is non-negotiable
- Scheduling is first come, first served.

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cpratz@okcattlemen.org • 405.235.4391