



# 2022 Media Guide & Advertising Ratesheet

### Magazine & Directory Rates

	Non-Member	OCA Member
Full Spread	\$1,710.00	\$1,490.00
Back Cover	\$1,110.00	\$970.00
Inside Front/Back	\$1,070.00	\$930.00
First/Last Page	\$960.00	\$840.00
Full Page	\$860.00	\$750.00
2/3 Page	\$750.00	\$650.00
1/2 Page	\$680.00	\$590.00
1/4 Page	\$450.00	\$390.00
1/6 Page	\$380.00	\$330.00
Business Card	\$115.00	\$100.00
2 Inch B/W Classified	\$65.00	\$55.00



### 2022 OCA Dues

Producer (51 or more cattle)	\$200.00
Producer (50 or less cattle)	\$100.00
Stocker/Feeder	\$500.00
Associate Council/Allied Industry	\$150.00
Associate Individual	\$75.00

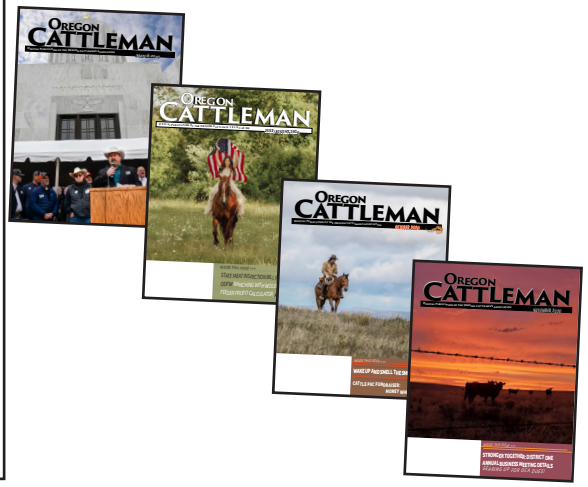
Event Sponsors or Exhibitors must be Associate Council members.

Become a member today online at [www.orecattle.com](http://www.orecattle.com) or contact Robyn Smith at 541-250-1649

### Magazine Dimensions

Spread, Back Cover, Front/Back, First/Last & Full Page:	Trim Size: 8.25" x 10.75" (Bleed - add .125" for all full page ads)
2/3 Page:	Vertical: 4.75" x 9.75"
1/2 Page:	Vertical: 4.75" x 7.5" Horizontal: 7.5" x 4.75"
1/4 Page:	3.625" x 4.75"
1/6 Page:	4.75" x 2.375"
Business Card:	Horizontal: 3.257" x 1.95"
2 Inch Classified Box	2.0" x 2.0"

\*Directory Dimensions will be provided after reserving space.



### Digital Packages

OCA has a strong Facebook presence with over 13,000 followers and OCA sends out weekly E-Newsletters to membership.

Exclusive E-Blast \$300  
3 Facebook Ads \$450  
3 Facebook Ads  
+ Exclusive E-Blast \$700

Dimensions: 400px x 200px

### Additional Discounts

New Advertiser (must reserve 3 issues)	20%
Reserve 3 issues	10%
Reserve 6 issues	15%
Reserve 10 issues	20%

\*discounts may be combined with membership discount, but cannot be combined with other offers.

### Sponsor & Tradeshow

OCA hosts 3 events per year for OCA membership to meet and network with sponsors and tradeshow vendors.

OCA Mid-Year June 12-14, 2022 Harney County Fairgrounds	Registration Open: April 1
Oregon Cattle PAC Fundraiser September (TBD) Powell Butte	Registration Open: July 1
OCA Annual Convention December 9-11, 2022 Pendleton	Registration Open: Sept. 1

Sponsorship forms will be sent to all known advertisers.

**Contact your sales rep to reserve your ad today!**

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