



**Oregon
Cattlemen's
Association**

The Oregon Cattlemen's Association (OCA) has been the voice for the Oregon Cattle industry since 1913. Today, OCA represents grassroots members and over 1.2 million cattle disbursed in every county. OCA is rich in tradition, community, and power. We strive to achieve the best outcomes on behalf of cattle producers. To learn more, go to www.orcattle.com

2023 Media Guide & Advertising Rate sheet

OREGON CATTLEMAN

OFFICIAL PUBLICATION OF THE OREGON CATTLEMEN'S ASSOCIATION



The Membership Directory is a complete portfolio of OCA's membership. The Pocket size directory is produced once per year in the Summer. This is a great advertising opportunity to have your company front & center!

NEW! The Associate Council Directory will be produced once per year in the Spring. Only Associate Council members (Allied Industry Businesses) will be highlighted and distributed to the entire membership.



Published 10 times per year.
Circulation of 2,700.

Distributed to membership and partnering auction yards, elected officials and businesses across the state. Readers enjoy information about OCA business, legislative affairs, land and cattle research updates and more! This is a great way to reach your target audience!



OCA now offers digital advertising through exclusive E-Blasts to all OCA members and posts to the OCA Facebook page with over 15,000 followers.

<i>Advertising Deadlines</i> 2023 Issues & Directory			
	January	Ad Material Due: Dec. 9	Mails: Dec. 22
	February	Ad Material Due: Jan. 20	Mails: Jan. 30
	March	Ad Material Due: Feb 17	Mails: Feb 27
	Associate Council Directory	Ad Material Due: March 24	Mails: April 28
	April/May	Ad Material Due: April 14	Mails: April 28
	June	Ad Material Due: May 19	Mails: May 30
	Membership Directory	Ad Material Due: June 30	Mails: July 28
	July/August	Ad Material Due: July 14	Mails: July 28
	September	Ad Material Due: August 18	Mails: August 30
	October	Ad Material Due: September 22	Mails: September 29
	November	Ad Material Due: October 20	Mails: October 30
	December	Ad Material Due: November 10	Mails: November 29

*AD SPACE MUST BE RESERVED ONE WEEK PRIOR TO MATERIAL DEADLINE.

OCA Members Receive a 15% Discount!

Magazine Publishing Robyn H. Smith orcattlemaneditor@gmail.com	Oregon Cattlemen's Association 1320 Capitol St NE Suite 150 Salem, OR 97301	Magazine Billing Kari Ott kott@opgcpa.com
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Magazine & Directory Rates

	Non-Member	OCA Member
Full Spread	\$2,050.00	\$1,680.00
Back Cover	\$1,320.00	\$1,150.00
Inside Front/Back	\$1,280.00	\$1,110.00
First/Last Page	\$1,150.00	\$1,000.00
Full Page	\$1,032.00	\$900.00
2/3 Page	\$850.00	\$750.00
1/2 Page	\$780.00	\$590.00
1/4 Page	\$500.00	\$440.00
1/6 Page	\$430.00	\$380.00
Business Card	\$155.00	\$120.00
2 Inch B/W Classified	\$85.00	\$65.00



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2023 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.orcattle.com

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"

1/4 Page:

Horizontal: 7.5" x 4.75"

1/6 Page:

3.625" x 4.75"

Business Card:

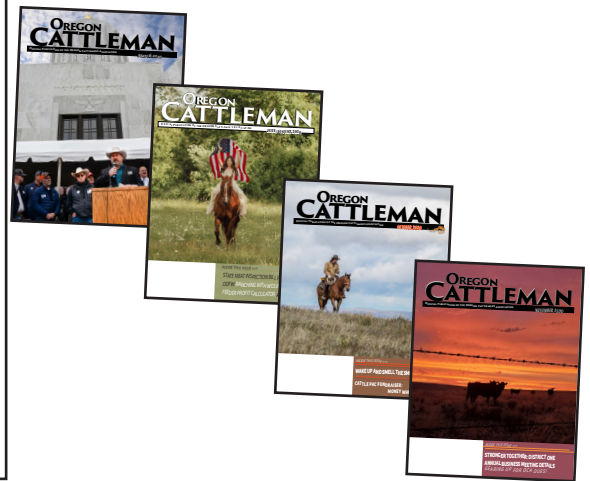
4.75" x 2.375"

2 Inch Classified Box

Horizontal: 3.257" x 1.95"

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 1-3, 2023
Wallowa County Fairgrounds

Registration Open: April 1

Oregon Cattle PAC Fundraiser
September (TBD)
Powell Butte

Registration Open: July 1

OCA Annual Convention
January 1-3, 2023
Pendleton

Registration Open: Oct. 1

Sponsorship forms will be sent to all known advertisers.

Contact your sales rep to reserve your ad today!