

OREGON CATTLEMAN

2023 MEDIA KIT



**O C A Oregon
Cattlemen's
Association**

Voice of the Cattle Industry Since 1913

The Oregon Cattlemen's Association (OCA) has been a voice for the Oregon Cattle industry since 1913. Today, OCA represents grassroots members and over 1.2 million cattle disbursed in every county of Oregon. OCA is rich in tradition, and the ranching community. We strive to achieve the best outcomes on behalf of cattle producers, and their affiliates.

To learn more go to www.oregancattle.com or call us at 503-361-8941

OCA MAGAZINE RATE CARD

Magazine Advertising Rates 2022

	Non-Member	OCA Member
2 Page Full Spread	\$2,050	\$1,680
Back Cover	\$1,320	\$1,150
Inside Front/Back	\$1,280	\$1,110
First/Last Page	\$1,150	\$1,000
Full Page	\$1,032	\$900
2/3 Page	\$850	\$750
1/2 Page	\$780	\$690
1/4 Page	\$500	\$440
1/6 Page	\$430	\$380
Business Card	\$155	\$120
Classified	\$85	\$65

Ad Sizes (Inches)

Size	Width	Height
2 Page Full Spread Bleed Size	16.625	11.125
2 Page Full Spread Trim Size	16.50	11
Full Page Bleed Size	8.375	11.125
Full Page Trim Size	8.25	11
2/3 Page Vertical	4.75	9.75
1/2 Page Vertical	4.75	7.5
1/2 Page Horizontal	7.5	4.75
1/4 Page	3.625	4.75
1/6 Page	4.75	2.375
Business Card	3.5	2.0
Classified	2.0	2.0

Oregon Cattleman Magazine

Published 10 times per year with a circulation of 2,000. Distributed to the OCA members partnering auction yards, 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 Membership Dues

Producer (50+) 51 or more Head of Cattle	\$200.00	Associate Council Members are invited to be event sponsors and exhibitors at all OCA events throughout the year.
Producer (50-) 50 or less Head of Cattle	\$100.00	
Stocker/Feeder	\$500.00	Become a member today and receive all the benefits of OCA membership at www.orcattle.com
Associate Council	\$150.00	
Associate Individual	\$75.00	

AD DUE DATES

Jan	Dec 9
Feb	Jan 20
Mar	Feb 17
Apr/May	April 14
June	May 19
July/Aug	July 14
Sep	Aug 18
Oct	Sep 22
Nov	Oct 20
Dec	Nov 10

Advertiser Discounts

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

Discounts do apply to membership rates.
Cannot be combined with any other offers.

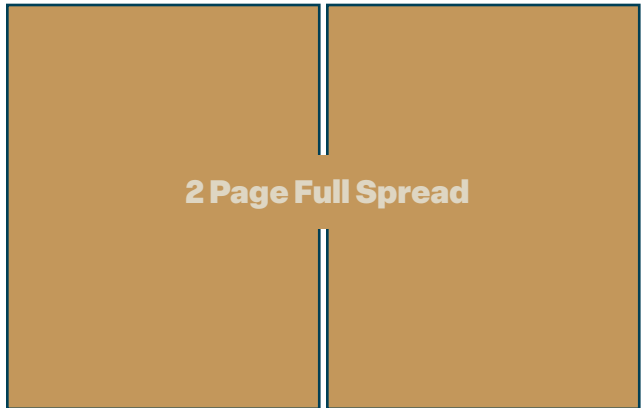
Reserve Your Ad Space Today!

Contact: **Annie Long**
along@capitalpress.com
503-871-7957

MAGAZINE AD SPECIFICATIONS

2 Page Full Spread

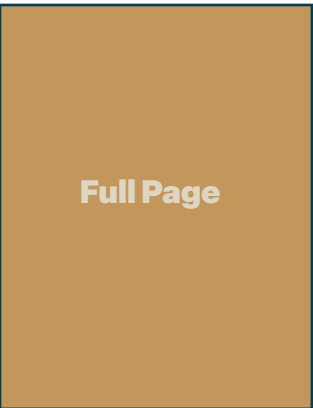
2 Page Full | Full Bleed Size - 16.625" x 11.125"
Spread Trim Size - 16.5" x 11"



Full Page

Inside Cover | Back of Front Page | Back Page Inside | Back Page

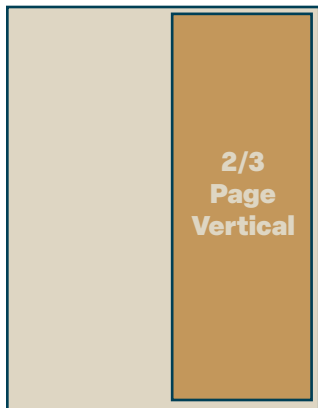
Full Bleed Size - 8.375" x 11.125"
Trim Size - 8.25" x 11"



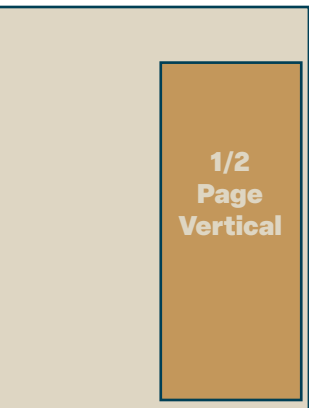
ART SPECIFICATIONS

Send Camera-Ready Art:
High Resolution PDF's with bleed marks. Keep all text 1/2" from the edge for the best print quality.

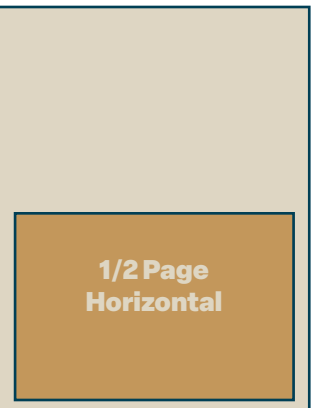
2/3 Page Vertical
4.75" x 9.75"



1/2 Page Vertical
4.75" x 7.5"



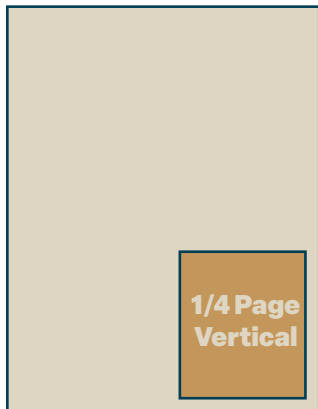
1/2 Page Horizontal
7.5" x 4.75"



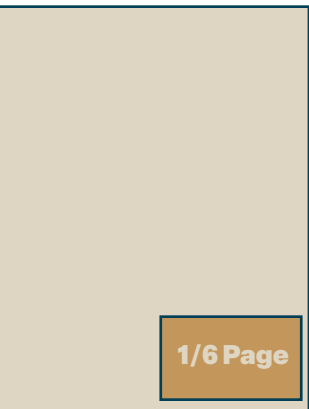
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Jan	December 9
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Dec	November 10

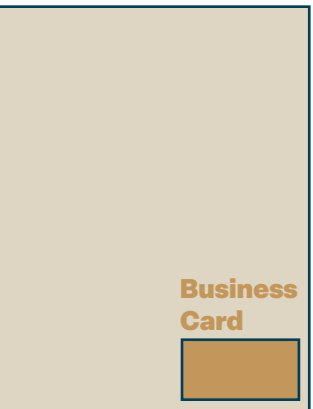
1/4 Page Vertical
3.625" x 4.75"



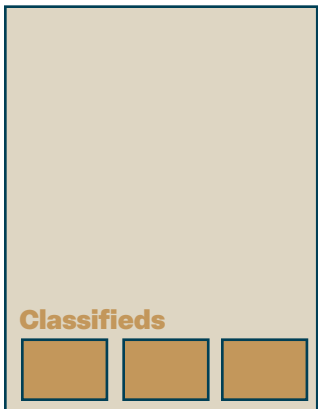
1/6 Page
4.75" x 2.375"



Business Card
3.5" x 2"



2" Classifieds
2" x 2"



OCA MEMBERS DIGITAL ADVERTISING

E-Blast for OCA Members

OCA offers members E-blast advertising. A personalized E-blast will be sent to all of the current OCA members that have an email address. This is a great marketing tool to help promote bull sales, events, any Ag or cattle related products in a well composed email blast, with a header image, body copy and any links requested to include. The message will also be available on the OCA App.

Header Image Size - 400px X 200px

Exclusive E-Blast

\$300

3 Facebook Ads for OCA Members

OCA has a strong Facebook presence with over 15,000 followers, it is a great way to advertise. Members can create their own Facebook image and message and OCA will post to Oregon Cattlemen's Facebook page 3 consecutive weeks. Submit 3 new messages or use the same one.

Image Size - 1200px X 630px

3 Facebook Ads

\$450

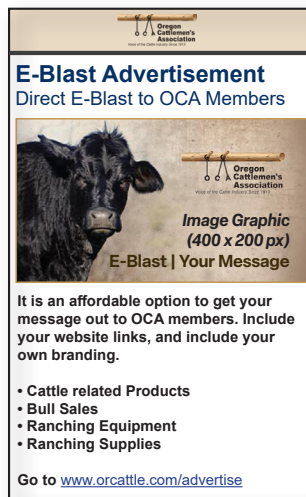
E-Blast + 3 Facebook Ads for OCA Members

For a more diversified digital marketing strategy, members can take advantage of the E-Blast plus the 3 Facebook ads. Reach a wider audience and more engagement with this combination.

E-Blast - Header Image Size - 400px X 200px
Facebook - Image Size - 1200px X 630px

E-Blast + 3 Facebook Ads

\$700



E-Blast Advertisement
Direct E-Blast to OCA Members

Image Graphic
(400 x 200 px)
E-Blast | Your Message

It is an affordable option to get your message out to OCA members. Include your website links, and include your own branding.

- Cattle related Products
- Bull Sales
- Ranching Equipment
- Ranching Supplies

Go to www.oregancattle.com/advertise



FACEBOOK AD SPECIFICATIONS

Send in a high resolution .jpeg, or .png with the following requirements:

Resolution: Highest possible, but at least 1,080 x 1,080 pixels

Text: 125 characters or less. Images that consist of more than 20% text may experience reduced delivery

Advertise with OCA Today!

Contact: **Annie Long**
along@capitalpress.com
503-871-7957

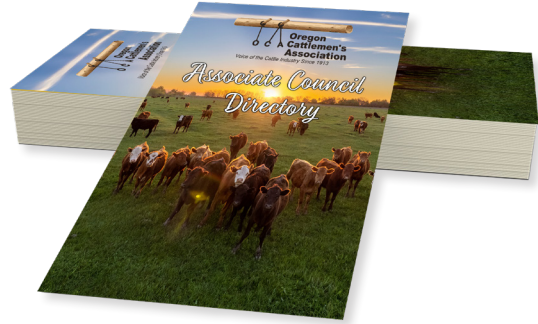
OCA ANNUAL BOOKLET RATES

Exclusive Advertising Opportunities for MEMBERS ONLY

Associate Council Directory for OCA Members

The Associate Council Directory is booklet published annually, showcasing all of OCA's Associate Council members. Oregon farmers and ranchers recognize our associate members as a reliable and valuable industry supporter. As a benefit of membership, we publish this directory and mail to all of OCA's members. This is a great marketing opportunity to keep your company and products top of mind with Oregon producers.

Advertise your business and optimize your reach to cattle producers and affiliates statewide.

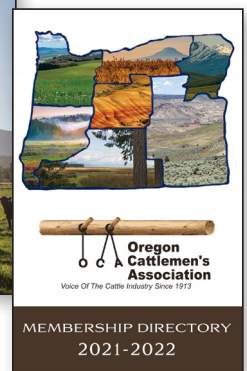
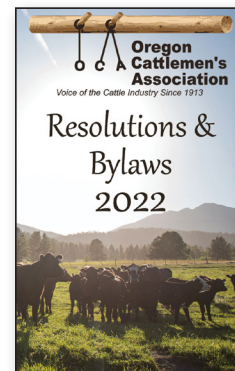


The Associate Council Directory will fit on the dashboard of every pick up truck and be in the hands of ranchers and cattle producers throughout the state.

Ad Sizes (Inches)		
	Width	Height
Back Cover Bleed Size	4.625	11.625
Back Cover Trim Size	4.5	11
2-Page Spread Bleed <small>2 Full pages, 1/2" center gutter</small>	9.125	11.625
2-Page Spread Trim Size <small>2 Full pages, 1/2" center gutter</small>	9	11
Full Page Bleed Size	4.625	11.625
Full Page Trim Size	4.5	11
Half Page	4.5	4.25
Business Card	3.25	2.0

Associate Council Directory Ad Rates	
Back Cover	\$1,200
2-Page Spread	\$1,000
Full Page	\$740
Half Page	\$600
Business Card	\$200
Ad Due Date: May 12	

Resolutions & Bylaws		Membership Directory	
Ad Due Date: April 14		Ad Due Date: June 30	
Resolutions & Bylaws and Membership Directory Media Rates 2023		Ad Sizes (WidthxHeight)	
2-Page Spread	\$1,800	11 x 8.5 <i>Bleed Size 11.125x8.875</i>	
Back Cover (FP)	\$1,200	5.5 x 8.5 <i>Bleed Size 5.625x8.875</i>	
Inside Front/Back Cover (FP)	\$1,100	5.5 x 8.5 <i>Bleed Size 5.625x8.875</i>	
First /Last Page (FP)	\$940	5.5 x 8.5 <i>Bleed Size 5.625x8.875</i>	
Full Page	\$800	5.5 x 8.5 <i>Bleed Size 5.625x8.875</i>	
Half Page	\$590	5.5x4.5	
Quarter Page	\$390	3.75x5.5	
Business Card	\$100	3.5x2.0	



The Resolutions & Bylaws, and Membership Booklets circulated to all current and new OCA members, approx. 2,000 copies annually.

Reserve Your Ad Space Today!

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