

Kentucky Cattlemen's Association Cow Country News

Digital Media Kit

Website

Banner Ads

Our 250 x 85 pixels banner ads are placed on the home page of the Kentucky Cattlemen's Association website.

Pricing & More:

- Web Only: 1x \$250 • 6x \$200 • 12x \$150
- Web & Print: 1x \$100 • 6x \$75 • 12x \$50 (*per month*)

Cow Country News - Digital Edition Sponsorship

The digital edition of *Cow Country News* extends beyond our traditional membership audience to reach more producers than ever before. By sponsoring a digital edition of your choice, your company's logo will be the first thing our online readers see when they open the publication.

Average Monthly Reads: 350+ (and growing!)

Pricing & More:

- \$50 - With purchase of a full page advertisement
- Sponsorship is limited to one advertiser per issue

Social Media

Facebook

Reach up to 12,000 cattlemen directly through our Kentucky Cattlemen's Association Facebook page. Let us help you promote your products through this new marketing opportunity.

Current Fans: 3,800+ (and growing!)

Pricing & More:

- \$150 - With purchase of a full page advertisement
- Advertising space is limited to one advertiser per week

Email

The Kentucky Cattleman E-Newsletter

This monthly electronic newsletter covers Kentucky Cattlemen's Association current events as well as state and local industry news. Advertise a sale, new product, or promotion and send customers directly to your website with a link.

Current Subscribers: 3,500+ (and growing!)

Pricing & More:

- \$150 - With purchase of a full page advertisement
- Advertising space is limited to two advertisers per newsletter

150 x 200 Featured Ad

Dimensions: 150 x 200 pixels Size: 72 dpi Color: RGB Format: jpeg

E-blast

Reach cattlemen directly with a customized email blast.

Current Subscribers: 3,500+ (and growing!)

Pricing & More:

- \$150 - With purchase of a full page advertisement
- Advertising space is limited to one advertiser per week

612 x 792 Featured Ad

Dimensions: 612 x 792 pixels Size: 72 dpi Color: RGB Format: jpeg

* All prices are contingent upon the advertiser providing camera-ready graphics and appropriate material.

Kentucky Cattlemen's Association ♦ 176 Pasadena Drive ♦ Lexington, KY 40503 ♦ www.kycattle.org

Cow Country News is printed by the Kentucky Cattlemen's Association