

Cow Country

MEDIA KIT

WE REACH OVER **11,000** KENTUCKY CATTLE FARMERS

OUR AVERAGE READER

200
acre
farm

67
head of
cattle

12
year KCA
member

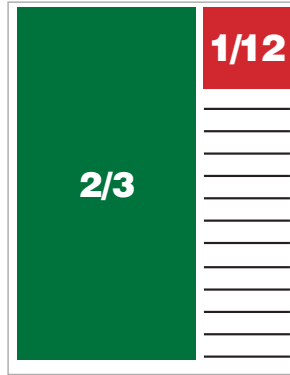
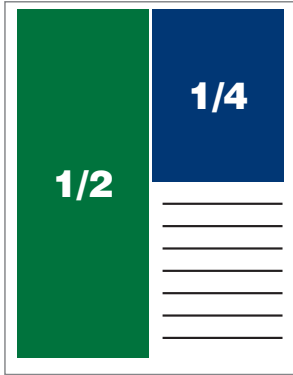
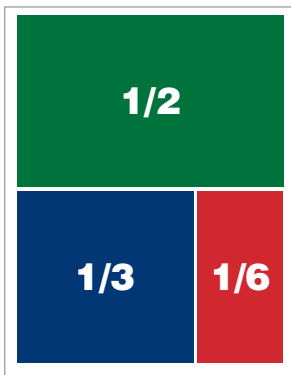
87%
read at least
3 of the last
4 issues

75%
read at least
half of each
issue

63%
share their
Cow Country
with others

78%
refer back
to previous
issues

PRINT ADVERTISING



AD SIZE	DIMENSIONS
Full Page (bleed)	8.6125" x 11.125" <i>(allow 0.5" safe area)</i>
Full Page	7.5" x 10.125"
2/3 Page	4.9167" x 10.125"
1/2 Page (h)	7.5" x 4.9375"
1/2 Page (v)	3.625" x 10.125"
1/3 Page	4.9167" x 4.9375"
1/4 Page	3.625" x 4.937"
1/6 Page	2.333" x 4.937"
1/12 Page	2.333" x 2.343"

		ONE ISSUE (x 1)		THREE ISSUES (x 3)		SIX ISSUES (x 6)		TWELVE ISSUES (x 12)	
AD SIZE		Color 1	Color 2	Color 1	Color 2	Color 1	Color 2	Color 1	Color 2
PRODUCER	Full Page	\$560	\$1,010	\$532	\$960	\$504	\$909	\$476	\$859
	2/3 Page	\$451	\$901	\$428	\$856	\$406	\$811	\$383	\$766
	1/2 Page	\$393	\$643	\$373	\$611	\$354	\$579	\$334	\$547
	1/3 Page	\$275	\$525	\$261	\$499	\$248	\$473	\$234	\$446
	1/4 Page	\$226	\$476	\$215	\$452	\$203	\$428	\$192	\$405
	1/6 Page	\$139	\$364	\$132	\$346	\$125	\$328	\$118	\$309
	1/12 Page	\$105	\$330	\$100	\$314	\$95	\$297	\$89	\$281
COMMERCIAL	Full Page	\$689	\$1,242			\$655	\$1,180	\$620	\$1,118
	2/3 Page	\$555	\$1,108			\$527	\$1,053	\$500	\$997
	1/2 Page	\$483	\$791			\$459	\$751	\$435	\$712
	1/4 Page	\$298	\$585			\$264	\$556	\$250	\$526

DIGITAL ADVERTISING

Facebook	\$250 per post (can boost post for additional charge)
Email Blast	\$500 per e-blast (4,500+ views)
Newsletter	\$250 per monthly newsletter (468 x 90 px)

We also offer **video production services • logo design • postcards • brochures • and more!**



Katie Pratt
kpratt@kycattle.org

Call us today!

(859) 278-0899