



INTERNATIONAL BRANGUS BREEDERS ASSOCIATION

Media Guide 2018

Marketing & Promotional Opportunities
Brangus Publications, Inc. & International Brangus Breeders Association



INTERNATIONAL
BRANGUS
BREEDERS ASSOCIATION



2018 MEDIA GUIDE

The International Brangus Breeders Association (IBBA) is proud to offer its members and other friends in the industry the opportunity to promote themselves through Brangus Publications, Inc.'s (BPI) and IBBA's print and digital mediums. This five-page document is meant to serve as a guide for choosing the best outlets for prime exposure and promotion.

IBBA's printed publications are produced by Brangus Publications, Inc. (BPI), and are distributed to a mailing list, which is updated on a monthly basis. The mailing list is comprised of addresses in Australia, Colombia, Costa Rica, Mexico, the United States of America, and more.

STAY CONNECTED WITH IBBA

Stay connected with IBBA through social media. IBBA can be found by the handle @gobrangus. Track IBBA's online content with the hashtags: #GoBrangus and #BuildWithBrangus. Use IBBA's hashtags on your online content for online interaction and connection. Sign up to receive electronic communication from IBBA online at gobrangus.com/member.



CONTACTS



International Brangus Breeders Association

8870 US Highway 87 E, San Antonio, TX 78263
P.O. Box 809, Adkins, TX 78101
Office: (210) 696-8231
Fax: (210) 696-8718
info@gobrangus.com
www.GoBrangus.com

Brangus Publications, Inc.

8870 US Highway 87 E, San Antonio, TX 78263
P.O. Box 809, Adkins, TX 78101
Office: (210) 696-8231
Fax: (210) 696-8718
bpi@gobrangus.com
www.GoBrangus.com/brangus-publications/



Melanie Fuller

IBBA Advertising Sales Manager
(979) 255-3343
mfuller@gobrangus.com



Matt Murdoch

IBBA Field Service Representative
(830) 556-3942
mmurdoch@gobrangus.com



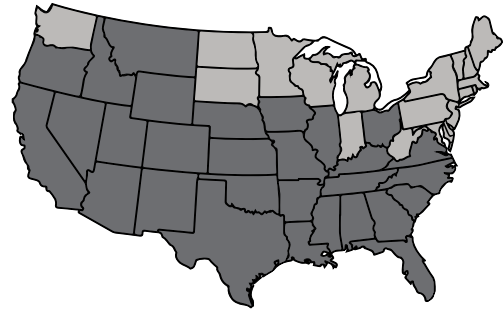
Peyton Waldrip

IBBA Communications Coordinator & BPI Publications Editor
(830) 708-3195
pwaldrip@gobrangus.com

BRANGUS *Journal*

(Circulation: Approximately 2,000)

The *Brangus Journal* is the official publication of the IBBA. This internationally-distributed publication provides Brangus® seedstock producers and the IBBA membership with information about news within the association and the industry. The *Brangus Journal* is published by BPI monthly, except February, June, July and September, and is designed to highlight accomplishments, advancements and improvements made possible by IBBA members, staff, volunteers, and other industry leaders. The purpose of the *Brangus Journal* is to serve the best interest of IBBA members by showcasing breeding programs, efforts, and achievements to other Brangus® seedstock producers. Lastly, the *Brangus Journal* serves as an outlet for the IBBA to provide updates by directly communicating with the membership.



distribution map

Brangus Journal Editorial Calendar

- January – Annual Meeting / WBC
- March – International
- April – Performance
- May – Reproduction
- August – Marketing
- October – Management Practices
- November – Technology
- December – Year-End

Premium *Brangus Journal* Ad Spots

Inside Front Cover:	\$1,400 for one-time placement \$1,200 for eight-time placement (one year circulation)
Page 3 (Inside Right):	\$1,160 for one-time placement \$1,000 for eight-time placement (one year circulation)
Inside Back Cover:	\$1,160 for one-time placement \$1,000 for eight-time placement (one year circulation)
Back Cover:	\$1,400 for one-time placement \$1,200 for eight-time placement (one year circulation)

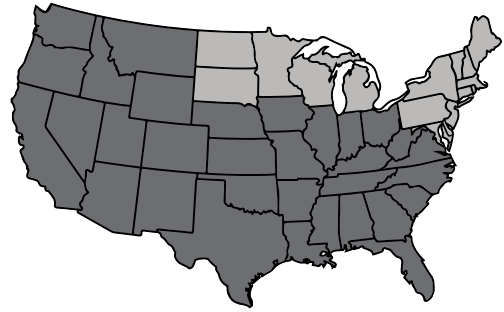
(Call for pricing on other specific ad placements.)

Black & White Rates:	Ad Size	Commercial Ad Rates	IBBA Member Ad Rates	
			1 time	8 times (one year)
	Full Page	\$775	\$630	\$535
	1/2-Page Island	\$545	\$445	\$385
	1/2 Page	\$515	\$420	\$350
	1/3 Page	\$395	\$325	\$275
	1/4 Page	\$312	\$260	\$225
	Service/State Directories	-	-	\$350 (total)

Color Rates: For single color, add \$170 to price of black and white rates. For full color, add \$340 to price of black and white rates.

FRONTLINE

BEEF PRODUCER



distribution map

(Circulation: Approximately 20,000)

FRONTLINE Beef Producer is a publication of the IBBA, and is published biannually. The spring issue is published in February and the fall issue is published in September. Issues of *FRONTLINE Beef Producer* are focused on timely and relevant topics aimed at commercial cattlemen to assist and inform producers of the latest technologies, genetics, production techniques, and management practices. Content for the publication is comprised from IBBA members, staff, volunteers, and other industry leaders. The purpose of the *FRONTLINE Beef Producer* is to serve the best interest of the Brangus® breed by showcasing breeding programs, efforts, and achievements to the commercial beef industry. Lastly, *FRONTLINE Beef Producer* serves as an outlet for Brangus® seedstock producers to advertise their program to the commercial sector of the industry.

Premium *FRONTLINE Beef Producer* Ad Spots

- Inside Front Cover: \$1,400 for one-time placement
\$1,200 for two-time placement
- Page 3 (Inside Right): \$1,160 for one-time placement
\$1,000 for two-time placement
- Inside Back Cover: \$1,160 for one-time placement
\$1,000 for two-time placement
- Back Cover: \$1,400 for one-time placement
\$1,200 for two-time placement

(Call for pricing on other specific ad placements.)

Black & White Rates:

Ad Size	Commercial Ad Rates		IBBA Member Ad Rates	
	1 time	2 times	1 time	2 times
Full Page	\$1,650	\$1,250	\$1,100	\$1,000
1/2-Page Island	\$975	\$725	\$645	\$535
1/2 Page	\$900	\$675	\$600	\$500
1/3 Page	\$638	\$475	\$425	\$375
1/4 Page	\$450	\$350	\$300	\$250

Color Rates: For single color, add \$170 to price of black and white rates. For full color, add \$340 to price of black and white rates.



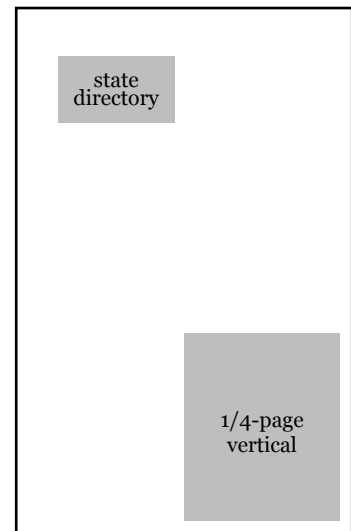
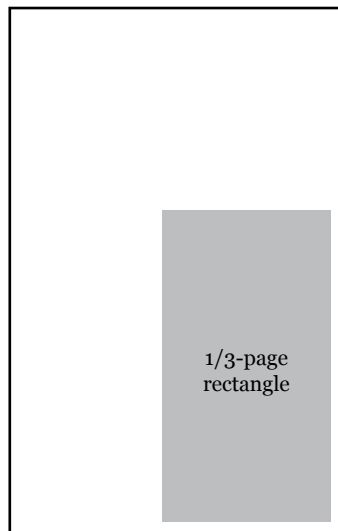
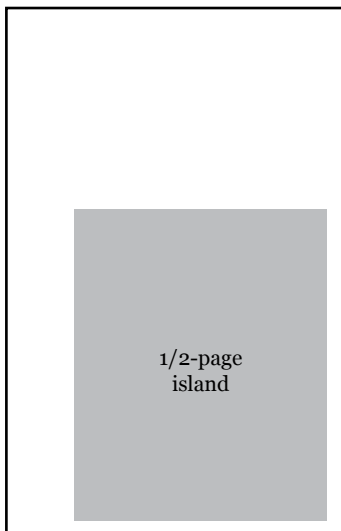
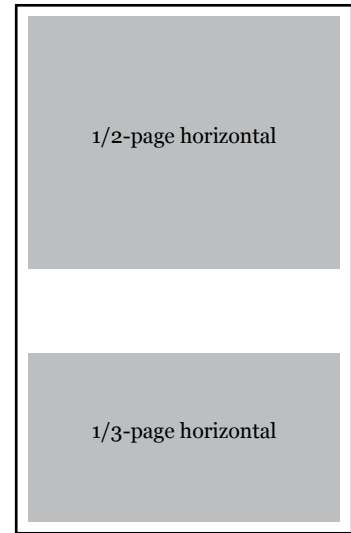
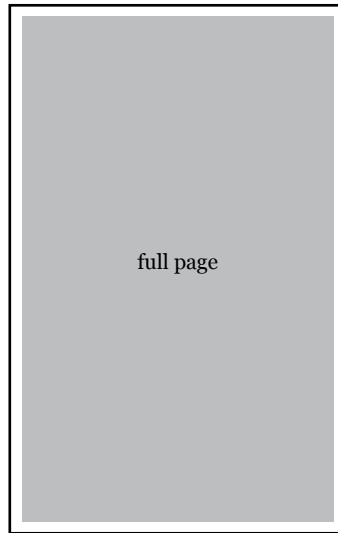
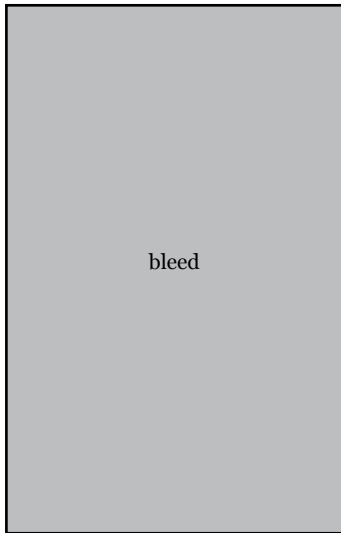
Print Media Specs

Mechanical Details

Live Area Size: 7.5" x 10"
Trim Page Size: 8.5" x 11"
Before Trim Size: 9" x 11.5"

Ad Sizes

Bleed Page: 9" x 11.5"
Full Page: 7.5" x 10"
1/2 Page Horizontal: 7.5" x 5"
1/3 Page Horizontal: 7.5" x 3.3"
1/2 Island: 5" x 7.5"
1/3 Rectangle: 4.75" x 4.875"
1/4 Vertical: 3.578" x 4.75"
Directory Cards: 2.375" x 1.375"



eNewsletter: Brangus Bulletin

- IBBA's eNewsletter is distributed to a mailing list of over 4,500 electronic contacts every other Friday.
- Digital advertisements may be purchased for placement in Brangus Bulletins.
- Drop-in ready advertisements should be submitted no later than the Monday before scheduled eNewsletter with following specs: RGB color mode, 1667 x 380 pixels, and 150 ppi resolution or higher.
- Approval of graphics from IBBA staff is required.

Pricing: eNews advertisements are \$500. For 20-time advertisers, eNews advertisements are \$300 each.

Sponsored eBlasts

- Advertisers may purchase eBlasts to be sent to IBBA's mailing list according to an official schedule. The schedule will be filled on a first-come, first-serve basis. No more than two emails will be sent weekly.*
- On weeks when an eNewsletter is scheduled, only one eBlast may be sent on Monday, Tuesday or Wednesday of that same week.
- On weeks when there is not an eNewsletter scheduled, eBlasts must be scheduled with at least 24 hours in-between.
- Only one eBlast may be purchased per sale within seven days of sale.
- All eBlast advertisers should submit content for email one week in advance with following specs: RGB color mode, 1200 pixels wide for fill images (heights may vary), and 150 ppi resolution or higher.
- The content for the eBlasts is left to the discretion of each individual advertiser. IBBA recommends providing text and photos for a more readable email. eBlasts are not limited to the promotion of sales. Members may also purchase an eBlast for promotion of a new establishment within an operation, a new website, etc.
- Approval from IBBA staff for all eBlast content is required.

*Only exception to scheduling more than two emails in one week: When multiple sale dates are scheduled within a one-week (seven days) period, eBlast dates may be allowed within that week only.

eBlast Advertising Priority:

1. IBBA members, who advertise in Brangus Publications, with sales the same week of requested eBlast
2. IBBA members with sales the same week of requested eBlast
3. Brangus Publications Advertisers
4. IBBA members/Regional Affiliate Associations
5. Non-IBBA members

eBlast Advertising Pricing:

- For a 10-time print advertiser, eBlasts are \$100.
- For a five-time print advertiser, eBlasts are \$200.
- For a one-time print advertiser, eBlasts are \$300.
- For a non-print advertiser to send 20 or more eBlasts, eBlasts are \$200.
- For a non-print advertiser to send 10 eBlasts, eBlasts are \$400.
- For a non-print advertiser to send two to nine eBlasts, eBlasts are \$600.
- For a non-print advertiser, a one-time eBlast is \$800.

