



Molly Judd

Indiana Angus News Editor
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Krista Stillwell

Web, Social Media, and Digital
Content Editor
krista.stillwell@gmail.com

Website:

IndianaAngus.com

Facebook:

@IndianaAngusAssoc

Digital Indiana Angus News:
IndianaAngus.com/indiana-
angus-news

Indiana Angus Association

MARKETING GUIDELINES

As a member of the Indiana Angus Association, you are entitled to special advertising opportunities to our membership and with our resources. Our marketing experts are here to help you design the ultimate marketing plan for your sale or event, and are happy to help you find the best mix to work for you. Please see your available options below, or contact a member of our marketing team to discuss your questions or custom project needs further.

Indiana Angus News

The Indiana Angus News is distributed to over 1000 households throughout the state of Indiana, and is also published digitally at IndianaAngus.com.

The schedule for publication is as follows: January, March, May (Digital), August, & October (Digital). Each edition's deadline for copy and images is 15 days prior to publication date. Information must be sent to the Indiana Angus News editor, Molly Judd. More detail is provided on page 3 of this document.

1/4 Page: 4.25" x 5.5"	\$50
1/2 Page: 5.5" x 8.5"	\$100
Full Page: 8.5" x 11"	\$200
Two-Page Spread	\$275
Classifieds	\$25 (no image)
	\$35 (with image)
Premium Contract	
Inside Front/Back Cover	\$190
Opposite Inside Covers	\$190
Back Cover	\$150

Facebook

The Indiana Angus Facebook page has over 1000 followers and is a constant source of information for upcoming events, celebrations of member accomplishments, and a place to share information. Each member is entitled to 1 Association-prepared Facebook post for each personal sale or event happening at their farm. Additional posts can be purchased at the rate of \$15 per post.

All copy and images must be provided to Krista Stillwell. Posts will be made at the discretion of our marketing team and are subject to scheduling changes.



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Website: Blog Updates

IndianaAngus.com is yet another source of information for all things Indiana Angus! The Indiana Angus blog is where more detailed information is shared about upcoming events and noteworthy accomplishments, as well as sale results and show results. **For a post specifically dedicated to your farm's sale, event, or information sharing, you must contact Krista Stillwell with the necessary information and details, as well as any photos or information needed to be shared. You are entitled to 1 of these annually (January - December).**

Indiana Angus E-Mail Newsletters

We have assembled a list of our membership internally that allows us to share information via email as well. These emails are designed and created for the sole purpose of sharing information that relates to all members. If you as a member would like to specifically use that list for your own marketing purposes, such as a sale catalog or to request RSVPs for your own event, you are entitled to 1 dedicated email annually.

These emails will be sent out at the discretion of our marketing team and as our content schedule dictates. If you require a specific scheduled time or specific design and proofs prior to sending, a fee of \$25 per email will be assessed, payable to the Indiana Angus Association.

Other Advertising

The methods described in this guide are the methods that are directly utilized by the Association. If you need specific guidance on creating your own advertising options or vendors to work with to help you in your own marketing strategy, our marketing team is here to help advise you or point you in the right direction. Please contact either of the ladies listed to the left in the column for assistance.

Please note that additional services utilizing our marketing consultants may result in individualized charges based on that specific project.



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Every issue available
digitally at
IndianaAngus.com!

Indiana Angus News

ADVERTISING RATES & SPECS

The Indiana Angus News is a full size (8.5" x 11") full-color publication that circulates over 1000 homes throughout the state of Indiana 5 times annually. These households are cattlemen, buyers, or potential customers for your service, product, or cattle!

Publishing Dates

January Printed Edition: January 6

March Printed Edition: March 2

Summer Digital Edition: May 18*

Fall Sale Preview Printed Edition: July 27

Fall/Winter Digital Edition: September 25*

Advertising Deadlines: 15 days prior to publishing date; artwork must be high resolution

**Digital editions will include additional e-newsletters and social media posts to promote advertiser contributions and information*

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Full Page: 8.5" x 11" \$200

Two-Page Spread \$275

Classifieds
\$25 (no image)
\$35 (with image)

Inside Front/Back Covers* \$190

Opposite Inside Covers* \$190

Back Cover* \$150

**These items are reserved for multiple issue purchasing advertisers.*

They are subject to first right of refusal.

A commitment of advertising involving multiple issues will result in a 10% discount per issue purchased.

Advertisers are billed upon signing of the contract from the Indiana Angus Association. Advertisers will receive a copy of the edition in which they are featured. If design of the ad is required, additional fees may apply. A late fee of 5% will be assessed for each month of non-payment.



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EMAIL NEWSLETTER GUIDELINES

Indiana Angus Association offers a twice monthly email newsletter (eblast) to help membership, regional leadership, and even potential members understand everything that is going on in current events and upcoming activities. This email newsletter is used in special circumstances to promote farm sales, upcoming events, and other opportunities as a part of membership dues, but can also be purchased for additional promotion.

If you would like to put information in our Association eblast that is sent to all membership, please make sure to follow these guidelines:

- Two informational eblasts will be sent out monthly: one on or near the 5th of each month and one on or near the 20th of each month.
- Additional eblasts will be sent out to feature advertisers, promote digital editions, etc.
- Any additions to the eblast should be sent to Krista Stillwell at krista.stillwell@gmail.com.
- Copy / artwork needed to be used should be sent no later than 24 hours prior to each scheduled send for inclusion (no later than the 4th or the 19th).
- Any items received in between will be saved for the next scheduled eblast, but may be shared in other forms such as the blog on the website or on Facebook for additional promotion and reinforcement.

In the future, development of a "potential members" list is in the works for promotional opportunities outside of IAA Membership.

If a special eblast is purchased or requested as a part of membership perks, please see the Membership Marketing Guidelines for additional information.