



2023 MEDIA KIT





TEXAS & SOUTHWESTERN CATTLE RAISERS ASSOCIATION



Texas & Southwestern Cattle Raisers Association is the largest and oldest organization representing cattle raisers in Texas, and among the nation's most respected. Built from the voices of ranchers, farmers, landowners and those who live for this land, the association protects the stewards of natural resources and livestock in the Southwest. A team of volunteer leaders, law enforcers, educators, government affairs specialists and more are dedicated to representing the needs of Texas & Southwestern Cattle Raisers Association members.

THE AUDIENCE

No one reaches the cattle industry like Texas & Southwestern Cattle Raisers Association. Representing more than 26,000 cattle raisers, the association connects organizations and leading brands seeking to engage with ranchers, farmers, landowners and those who live for this land across a multitude of platforms.

SOCIAL MEDIA
FOLLOWERS

86,600

PRINT AND
DIGITAL READERS

26,000

ANNUAL
EVENTS

35+

CATTLE RAISERS
MEMBERS

26,000

Advertising Policies & Guidelines

Texas & Southwestern Cattle Raisers Association collaborates with clients to forge meaningful connections with its exclusive audiences. The association approaches this through purposeful communication that caters to the client needs. Texas & Southwestern Cattle Raisers Association reserves the right to decline advertisements inconsistent with its mission, advertising policies, and/or at its own discretion. Advertisements with Texas & Southwestern Cattle Raisers Association may not contain content that can be viewed as discriminatory or information that is fraudulent or falsified. All advertising creatives must meet formatting, resolution, dimensions and color specifications set by Texas & Southwestern Cattle Raisers Association. Cancellations must be received in writing prior to artwork submission deadlines. Cancellation requests made after art submission deadlines may not be honored and will be invoiced in full.



PRINT

For more than a century, *The Cattleman* magazine has published exclusive monthly content for Texas & Southwestern Cattle Raisers Association members. It is the oldest continuous publication in Texas and a valued resource for more than 26,000 readers.

This represents readership and household representation through the print publication, as well as the digital magazine reach through Texas & Southwestern Cattle Raisers Association’s Member Center. Offerings include:

Brand Advertising — Full-color print advertisements

Special Sections — See calendar for schedule

Native Content — Advertorial or brand integration

High Impact Units — Bellybands, barn doors, inserts & more

The Cattleman



| Lapsed Member Mailings | Deadlines | |
|---|----------------|----------|
| | Quarter | Ad Close |
| | First Quarter | 3/1/23 |
| | Second Quarter | 6/1/23 |
| | Third Quarter | 9/1/23 |
| Reach cattle raisers throughout the state and region through quarterly mailings. Partnership opportunities can be customized to include fliers, giveaways and more. | Fourth Quarter | 12/1/23 |

DEADLINES & RATES

| Issue Date | Ad Close | Artwork Due |
|------------|----------|-------------|
| January | 11/14/22 | 11/22/22 |
| February | 12/12/22 | 12/20/22 |
| March | 01/17/23 | 01/24/23 |
| April | 02/14/23 | 02/21/23 |
| May | 03/14/23 | 03/21/23 |
| June | 04/17/23 | 04/25/23 |
| July | 05/15/23 | 05/23/23 |
| August | 06/20/23 | 06/27/23 |
| September | 07/18/23 | 07/25/23 |
| October | 08/15/23 | 08/22/23 |
| November | 09/19/23 | 09/26/23 |
| December | 10/17/23 | 10/24/23 |



2023 SPECIAL OPPORTUNITIES

The Cattleman offers limited special opportunities throughout the year. Contact TSCRA advertising to learn more.

★ **January**
TSCRA 12-month Calendar

★ **March**
Cattle Raisers Convention & Expo Preview

★ **October**
Bull Buyers Guide

★ **December**
Holiday Gift Guide

| Page Size | Amount |
|-----------------|---------|
| 4C Double Truck | \$4,950 |
| 4C Full Page | \$2,900 |
| 4C 2/3 Page | \$2,000 |
| 4C 1/2 Page | \$1,550 |
| 4C 1/3 Page | \$1,000 |
| 4C 1/4 Page | \$780 |

Rates available on request for inserts, belly bands, false covers, gatefolds and tip-ins.

Livestock rates are offered at a discount of 25% to full-priced offerings.

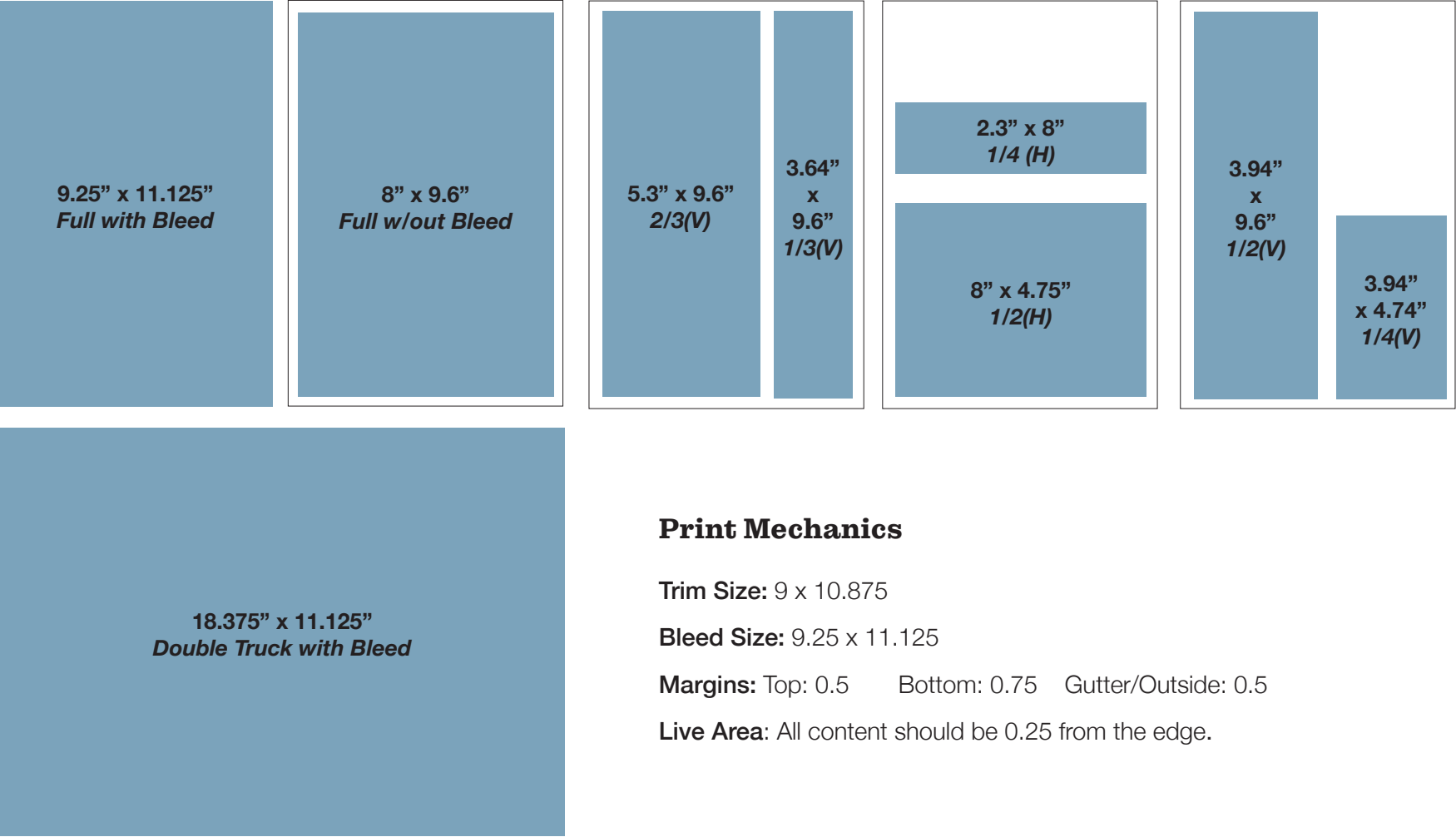
Tiered discounts are offered to partners who purchase print advertisements more than 6 times per year.

Agency rates available upon request.

Classified-BBB

Per-inch Display
Minimum 1 inch
Color - \$55
Black/White - \$45
Size - 1.95 x 1

Qualifies advertisers for 12-insertion rate on all other print advertising.



Print Mechanics

Trim Size: 9 x 10.875
Bleed Size: 9.25 x 11.125
Margins: Top: 0.5 Bottom: 0.75 Gutter/Outside: 0.5
Live Area: All content should be 0.25 from the edge.

Preferred Materials and Mechanical Requirements Files NOT Accepted: Microsoft Publisher; PictureIt; any graphics placed in Word; PowerPoint.

- Do not send files larger than 10MB.
- Photo files must be a minimum of **300dpi**.
- Line art files must be a minimum of **600dpi**.
- Photos must be shot at **highest quality** (1200 x 800 minimum).
- Do not send low-resolution files taken from websites.
- Convert all files to **CMYK** and **Rich Black**. We will not guarantee the color if we have to convert.
- PDF files must be **CMYK**.
- All graphics must be **high-resolution**.
- All fonts must be embedded.
- Send a **pdf** or **jpg** of the final version of your ad.
- If sending native files, please include **packaged** InDesign, Photoshop or Illustrator files with all images, logos and fonts.
- Send elements in separate emails if necessary or call sales representative for instructions.
- Unless production materials are requested to be returned within 1 year of date of insertion, they will be discarded.
- We will not guarantee quality of print if you send low-resolution files.

DIGITAL

TSCRA UPDATE

A daily electronic newsletter, ***TSCRA Update***, is designed to keep members up to date on the latest headlines impacting the cattle industry throughout Texas, the Southwest and beyond.

The newsletter is sent to more than 12,000 members each week day. Digital advertising opportunities are available through month-long digital banner advertisements. Discounts are available for partners seeking opportunities for six months or longer.

Double Leaderboard (468 x 120)1 – \$1,150

First Leaderboard (468 x 60)2 – \$975

Leaderboard (468 x 60)2 – \$750

LEADERBOARD 468 x 60

DOUBLE LEADERBOARD
468 x 120 (H)

¹Maxium file size: 200KB
²Maxium file size: 150KB



DIGITAL BRAND INTEGRATIONS

Texas & Southwestern Cattle Raisers Association welcomes select brands to share expertise valuable to its membership. This storytelling approach is designed to showcase products and services through relevant brand integration. Each partnership is unique and subject to approval by Texas & Southwestern Cattle Raisers Association. Content pushed through such partnerships should be relevant, educational or inspirational in nature. Example brand integrations include:

Organic and paid social media content

Shoppable stories

Sponsored blog content

Product placement

OTHER DIGITAL OPPORTUNITIES

Sponsor highlight emails

**TSCRA.org leaderboard
homepage ad**

Social media collaborations

**TSCRA blog advertising –
Coming soon**

TSCRA Talk



AUDIO

A monthly award-winning podcast by Texas & Southwestern Cattle Raisers Association, *TSCRA Talk* deep dives into conversation about relevant issues, people and organizations impacting the beef industry. The podcast episodes entertain and engage Texas & Southwestern Cattle Raisers Association members and beyond. Sponsorship opportunities include:

Pre- and post-sponsor ads within episodes

Recognition within episode show notes

Social media promotion highlighting partnership

Digital newsletter deployment within *TSCRA Update*



EVENTS

CONFERENCES

Attendees of Texas & Southwestern Cattle Raisers Association events are passionate, curious and innovative. Brands partnering with the association are afforded quality engagement among leaders within the cattle industry. Events range in scale and scope, allowing for customization and visibility among members. Opportunities include:

- ★ **Exhibitor trade show booths**
- ★ **Exclusive session presenting sponsorships**
- ★ **Entertainment and reception sponsorships**
- ★ **Meal and break sponsorships**
- ★ **On-stage speaking opportunities**
- ★ **Special Ranger Foundation silent auction partnerships**
- ★ **Marketing and brand exposure opportunities**

For a full list of opportunities and pricing, explore the event prospectus guide. Contact Texas & Southwestern Cattle Raisers Association to learn more.

UPCOMING IN 2023

Cattle Raisers Convention & Expo
March 24-26 • Fort Worth



TSCRA Summer Meeting
June 8-9 • Marfa



TSCRA Policy Conference
Sept. 24-26 • College Station



EVENTS

RANCH GATHERINGS & EDUCATIONAL EVENTS

Texas & Southwestern Cattle Raisers Association hosts more than 30 regional events for ranchers, farmers, landowners and those that live for this land. These events provide an opportunity to socialize, network and learn. Sponsoring TSCRA ranch gatherings puts a company in the spotlight across targeted regional audiences and provides the chance to interact directly with attendees.

SPONSORSHIP LEVELS

\$1,500

- ★ Priority recognition on printed and email invitations
- ★ Press release and website event listing
- ★ Priority verbal recognition during event
- ★ Opportunity to address attendees during the event (max. three sponsors per event)
- ★ Display table during the event (when applicable)
- ★ Priority recognition in all post-event follow-up

\$500

- ★ Verbal recognition during event
- ★ Display table during event (when applicable)
- ★ Recognition in all post-event communications

\$1,000

- ★ Recognition on email invitations, press release and website event listing
- ★ Verbal recognition during event
- ★ Display table during event (when applicable)
- ★ Recognition in all post-event follow-up

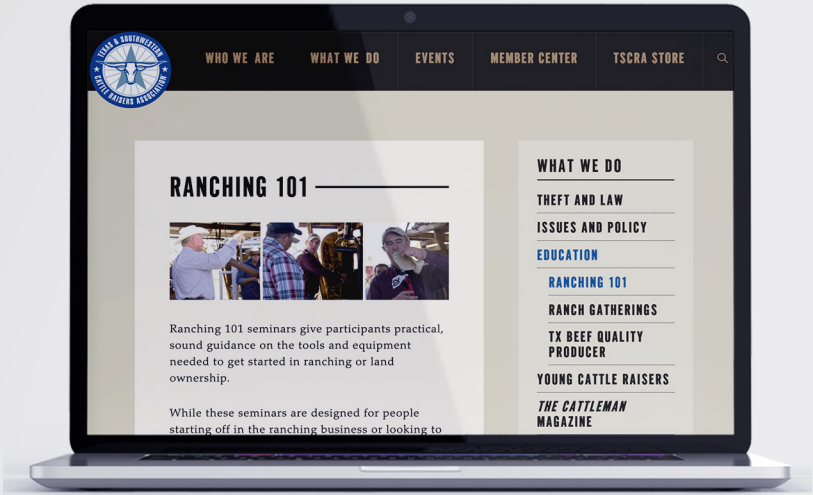
\$250

- ★ Verbal recognition during event
- ★ Set out promotional materials at attendee seats
- ★ Recognition in all post-event communications

FIND AN EVENT NEAR YOU

- Abilene
- Amarillo
- Brenham
- Crockett
- Dallas*
- Decatur*
- Fredericksburg
- George West
- Hondo
- Houston*
- Mt. Pleasant
- Rio Grande City
- San Angelo
- San Antonio*
- Stephenville
- Throckmorton
- Victoria
- Waco
- Winnie

*Due to programming limitations, speaking opportunities are not available at these events



UPCOMING TOPICS

- | | |
|--|---|
| April 18 Adding Value to Your Calf Crop's Bottom Line ★ | Aug. 15 How to Calculate Cow Cost ★ |
| May 16 Scoping Out Sickness: A Veterinarian's Perspective ★ | Sept. 9 Bull Buyers' Guide ★ |
| June 20 Cattlemen at the Capitol - 2023 Session Review ★ | Oct.17 Predator Control ★ |
| July 18 Lease Land Logic ★ | Nov. 21 Optimizing Calf Health ★ |
| | Dec. 12 Cow Talk: Sharing Our Industry with Others ★ |

EVENTS

RANCHING 101 SEMINARS

Offering participants practical, sound guidance on the tools and equipment needed to get started in ranching or land ownership, Ranching 101 seminars are held virtually on the third Tuesday of each month. The programs are promoted to Texas & Southwestern Cattle Raisers Association membership prior to each session.

Each webinar sponsor opportunity includes:

- ★ Pre- and post-sponsor recognition within webinars
- ★ Recognition in pre-event promotion
- ★ Digital newsletter deployment within *TSCRA Update*

Sponsorship opportunities begin at \$500.



MEMBER-ONLY BENEFITS



Say thank you to loyal customers and build a customer-base through Texas & Southwestern Cattle Raisers Association member-only benefit opportunities. These partnerships are promoted regularly across the association's platforms creating long-term, regular exposure for the brand.

Opportunities can allow for brand exclusivity. Product categories include:

- ★ **Business software and services**
- ★ **Hotel, rental and travel brands**
- ★ **Retail and lifestyle brands**
- ★ **Vehicles and auto services**
- ★ **Specialty livestock products**
- ★ **Entertainment and dining**





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