The American Gelbvieh Association was established in 1971. The Gelbvieh breed is known for maternal strengths, growth, and feed efficiency. The association serves as the registry for Gelbvieh and Balancer® (Gelbvieh x Angus or Red Angus) cattle. Today, there are approximately 40,000 active registered Gelbvieh and Balancer cows. The AGA membership is made up of 1,000 members across the United States. The AGA stands to serve the membership through the recording, promotion, and improvement of Gelbvieh and Balancer cattle.

Readership: 5,000 subscribers made up of AGA members and Gelbvieh and Balancer bull buyers.

FREQUENCY:
9 MONTHS excludes Feb., June & Sept.

Diving into the Numbers
Gelbvieh Association Statistics Unveiled

JULY
Herd Reference Edition

July is one of the key issues of Gelbvieh World and is the perfect place to advertise. This issue is widely distributed at national and state association events and trade shows in addition to the regular monthly mailing distribution.
Readership: Over 50,000 addresses made up of AGA members, Gelbvieh and Balancer® bull buyers, and cattle producers across the United States representing over 10 million head of cattle.

Our list contains operations located in some of the highest beef cattle concentrated counties and states in the United States.

It’s hard to find a publication that reaches 10,000,000 head of beef cattle for such an economical advertising price.

FREQUENCY:

2 MONTHS

FEBRUARY  
SEPTEMBER

10,000,000

head of cattle

Addresses per region.

18,466
5,195
6,876
19,578
AD RATES, DISCOUNTS & SPECS

Gelbvieh World

<table>
<thead>
<tr>
<th>Space</th>
<th>GW Contract Rate</th>
<th>GW Monthly Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page</td>
<td>$683</td>
<td>$717</td>
</tr>
<tr>
<td>2/3 Page</td>
<td>$551</td>
<td>$562</td>
</tr>
<tr>
<td>1/2 Island</td>
<td>$473</td>
<td>$482</td>
</tr>
<tr>
<td>1/2 Page</td>
<td>$446</td>
<td>$454</td>
</tr>
<tr>
<td>1/3 Page</td>
<td>$341</td>
<td>$347</td>
</tr>
<tr>
<td>1/4 Page</td>
<td>$263</td>
<td>$268</td>
</tr>
</tbody>
</table>

COLOR CHARGES

4-color $300
2-color $150

Color charges are in addition to all rates for space and apply to both Gelbvieh World and The Profit Picture.

OTHER DISCOUNTS

Camera ready 10% off space (ad submitted in electronic format, ready for placement)
Breeder Block Contract 10% off space
BREEDER BLOCK CONTRACTS
1-inch 11 month contract $297
2-inch 11 month contract $594
Breeder Block ads are smaller business card type ads placed in the Breeder’s Corner and Service Center section of all nine issues of Gelbvieh World and two issues of The Profit Picture.

STATE ROUNDUP ADS
One-time rate $75
Three-time rate $175
State Round Up ads are available in the following issues: July Gelbvieh World, February and September The Profit Picture.

<table>
<thead>
<tr>
<th>Space</th>
<th>PP Contract Rate</th>
<th>PP Monthly Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page</td>
<td>$743</td>
<td>$780</td>
</tr>
<tr>
<td>2/3 Page</td>
<td>$578</td>
<td>$607</td>
</tr>
<tr>
<td>1/2 Page</td>
<td>$495</td>
<td>$504</td>
</tr>
<tr>
<td>1/3 Page</td>
<td>$385</td>
<td>$392</td>
</tr>
<tr>
<td>1/4 Page</td>
<td>$303</td>
<td>$309</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Size</th>
<th>Dimensions</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page</td>
<td>8.25” x 10.25” (trim)</td>
</tr>
<tr>
<td></td>
<td>8.75” x 10.75” (bleed)</td>
</tr>
<tr>
<td></td>
<td>7.5” x 9.5” (live area)</td>
</tr>
<tr>
<td>2/3 Page</td>
<td>4.65” x 9.125” vertical</td>
</tr>
<tr>
<td>1/2 Page</td>
<td>3.625” x 9.125” vertical</td>
</tr>
<tr>
<td>1/3 Page</td>
<td>2.325” x 9.125” vertical</td>
</tr>
<tr>
<td>1/4 Page</td>
<td>2.333” x 1”</td>
</tr>
<tr>
<td></td>
<td>2”</td>
</tr>
<tr>
<td></td>
<td>2.333” x 2”</td>
</tr>
<tr>
<td>Breeder Corner Section</td>
<td>1”</td>
</tr>
<tr>
<td></td>
<td>2.333” x 1”</td>
</tr>
<tr>
<td></td>
<td>2”</td>
</tr>
<tr>
<td></td>
<td>2.333” x 2”</td>
</tr>
</tbody>
</table>
PRODUCTION SCHEDULE

January Gelbvieh World
AGA National Convention
Ad Deadline: December 2, 2019
Camera Ready Deadline: December 13, 2019
Mail Drop date: December 26, 2019

February The Profit Picture
Commercial Issue
Ad Deadline: December 27, 2019
Camera Ready Deadline: January 16, 2020
Mail Drop date: January 27, 2020

March Gelbvieh World
NWSS Results & A.I. Sires
Ad Deadline: February 4, 2020
Camera Ready Deadline: February 14, 2020
Mail Drop date: February 26, 2020

April Gelbvieh World
Nutrition – Grazing and Feedlot
Ad Deadline: March 4, 2020
Camera Ready Deadline: March 16, 2020
Mail Drop date: March 30, 2020

May Gelbvieh World
Beef Month - Feeder & Packer
Ad Deadline: April 3, 2020
Camera Ready Deadline: April 14, 2020
Mail Drop date: April 27, 2020

June Gelbvieh World
AGA National Convention Preview & DNA Data
Ad Deadline: May 20, 2020
Camera Ready Deadline: June 15, 2020
Mail Drop date: June 26, 2020

July Gelbvieh World
Herd Reference Edition
Ad Deadline: May 20, 2020
Camera Ready Deadline: June 15, 2020
Mail Drop date: June 26, 2020

August Gelbvieh World
Junior Programs
Ad Deadline: July 14, 2020
Camera Ready Deadline: July 17, 2020
Mail Drop date: August 3, 2020

September The Profit Picture
Commercial Issue
Ad Deadline: August 3, 2020
Camera Ready Deadline: August 14, 2020
Mail Drop date: August 27, 2020

October Gelbvieh World
AGA National Convention Preview & DNA Data
Ad Deadline: September 4, 2020
Camera Ready Deadline: September 14, 2020
Mail Drop date: September 25, 2020

November Gelbvieh World
The Gelbvieh Cow & AGA National Convention Preview
Ad Deadline: October 2, 2020
Camera Ready Deadline: October 16, 2020
Mail Drop date: October 28, 2020

December Gelbvieh World
Seedstock Marketing
Ad Deadline: November 4, 2020
Camera Ready Deadline: November 12, 2020
Mail Drop date: November 27, 2020
THE AMERICAN RANCHER COMMERCIALS

The American Gelbvieh Association has two episodes of The American Rancher per year in February and October.

Each episode has 30-second commercial time slots available for purchase.

For more information please contact Malerie Strahm at 303.465.2333 or malerie@gelbvieh.org

E-BLASTS

Email blasts are a popular way to promote sales, events, and products. The E-Blasts are sent to over 2,700 email address which includes AGA members, commercial customers and industry partners. This is the fastest way to reach the AGA membership. E-Blasts are available for individual purchase or as a part of a package.

<table>
<thead>
<tr>
<th>Frequency</th>
<th>Designing New Ad</th>
<th>Using Existing Ad</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 time</td>
<td>$375</td>
<td>$275</td>
</tr>
<tr>
<td>2 times</td>
<td>$325</td>
<td>$225</td>
</tr>
<tr>
<td>3 or more times</td>
<td>$275</td>
<td>$175</td>
</tr>
</tbody>
</table>

Contact Lynn Valentine at 303.465.2333 or lynnv@gelbvieh.org to schedule your eblast.

SALE CATALOGS

Custom-made layout and design of your upcoming sale. Pricing starting at $50/page, 8.5” x 11” size.

NEW FEATURE: Make your sale catalog “clickable” when displayed on Gelbvieh.org. Viewers can click the animal’s picture in the sale catalog and be directed to the animal’s detailed profile on the AGA Online Registry Service. This service will be provided to any sale catalog for $1.00 per lot and does not exclude catalogs designed outside of Gelbvieh Media Productions.

For more information please contact Lynn Valentine at 303.465.2333 or lynnv@gelbvieh.org

FEEDER FINDER

Get your name in front of over 300 feedyards and potential buyers! When producers are selling load lots of Gelbvieh-influenced feeder calves, they use Feeder Finder to promote them. Breeders, if you have a customer selling their calves, show your support by sponsoring their Feeder Finder!

Sponsorships are available for individual listings. Feeder Finder cost: $100 each time.

OTHER DESIGN OPTIONS OFFERED

Logo art, business card design, letterhead design, brochures/flyers, postcards and calendars. For more information please contact Lynn Valentine at 303.465.2333 or lynnv@gelbvieh.org
Lynn Valentine
Graphic Design
Gelbvieh Media Productions Coordinator
lynnv@gelbvieh.org

Rebecca Mettler
Editor
Editorial Content Coordinator
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Malerie Strahm
Multimedia Coordinator
malerie@gelbvieh.org

GELBVIEH Media Productions • 2020 Media Kit