

GELBVIEW MEDIA PRODUCTIONS

2022 MEDIA KIT

WEBSITE DESIGN SERVICES

New this year, Gelbvieh Media Productions is happy to offer website design services in a customizable package built around your individual needs. A digital presence is more important now than ever, and we want to help your ranch be visible. More details on these packages can be found on page 4 or by contacting Katie Harbert at 303-465-2333 or katie@gelbvieh.org.

THE AMERICAN RANCHER COMMERCIALS

The American Gelbvieh Association has two episodes of The American Rancher each year in February and October. Each episode has 30-second commercial slots available for purchase. For more information, contact Malerie Strahm at malerie@gelbvieh.org.

SALE CATALOGS

Custom-made layout and design of your upcoming sale catalog. Pricing starts at \$50/page, 8.5" x 11" size.

ADDITIONAL 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 includes catalogs designed outside of Gelbvieh Media Productions.

See page 5 for a project timeline and contact Katie Harbert at 303-465-2333 or katie@gelbvieh.org for more information.

E-BLASTS

Email blasts are a popular way to promote sales, events, and products. The E-Blasts are sent to over 2,700 email addresses, which include AGA members, commercial customers and industry partners. This is the fastest way to reach the AGA membership. Rates listed below.

Contact Katie Harbert at 303-465-2333 or katie@gelbvieh.org to schedule your E-Blast.

| Frequency | New Ad Design | Existing Ad Design |
|-----------|---------------|--------------------|
| 1 time | \$375 | \$275 |
| 2 times | \$325 | \$225 |
| 3+ times | \$275 | \$175 |

ADVERTISING IN GELBVIEW WORLD & THE PROFIT PICTURE

Gelbvieh World is published nine times a year and reaches an audience of approximately 4,500 AGA members and Gelbvieh and Balancer® bull buyers. The Profit Picture is published twice a year, in February and September, and reaches a wide audience of approximately 40,000 addresses representing over nine million head of cattle in some of the highest beef cattle concentrated areas in the United States. Details on advertising opportunities in these magazines can be found on pages 2 and 3.

OTHER DESIGN SERVICES

Logo art, business card design, letterhead design, brochures/flyers, postcards, calendars, etc., billed at \$50/hour. For more information or for other projects not listed, contact Katie Harbert at 303-465-2333 or katie@gelbvieh.org.

ad rates, discounts and specs

GELBIEH WORLD AD RATES

circulation: 4,500

| SPACE | CONTRACT | MONTHLY |
|-----------|----------|---------|
| Full Page | \$717 | \$753 |
| 1/2 Page | \$468 | \$492 |
| 1/3 Page | \$358 | \$376 |
| 1/4 Page | \$276 | \$290 |

THE PROFIT PICTURE AD RATES

circulation: 40,000

| SPACE | CONTRACT | MONTHLY |
|-----------|----------|---------|
| Full Page | \$817 | \$858 |
| 1/2 Page | \$545 | \$572 |
| 1/3 Page | \$424 | \$445 |
| 1/4 Page | \$333 | \$350 |

ADDITIONAL CHARGES AND DISCOUNTS

CHARGES 4-Color \$300 added to space rate 2-color \$150 added to space rate **Late Fee** 10% added fee

DISCOUNTS Breeder Block Discount 10% off space Camera-Ready Ad 10% off space

BREEDER BLOCK CONTRACTS

2" x 1" \$297 2" x 2" \$594 Online listing \$200

Breeder Block ads are smaller, business card-style ads placed in the Breeder's Corner and Service Center section of all nine issues of Gelbvieh World and both issues of The Profit Picture, with the option to add an online listing. Breeder Blocks are purchased in the form of 11 month contracts.

STATE ROUNDUP ADS

One-time rate \$75 Three-time rate \$175

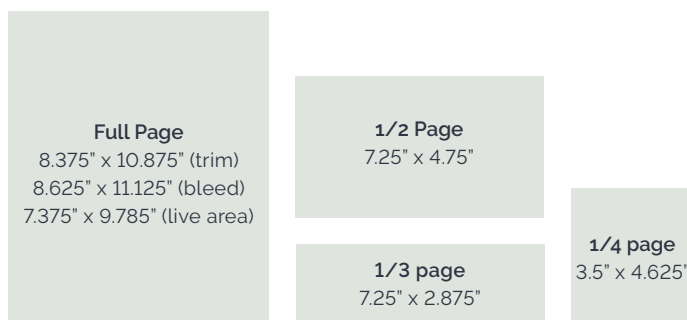
State Roundup ads are available in the following issues: July Gelbvieh World, February and September The Profit Picture, and can be purchased for an individual issue or as a one year contract. State roundup ads are 2 inch ads, similar to Breeder Blocks.

DEADLINES

The deadline to reserve an ad space is the first of the month prior to the issue month (i.e. February 1 for the March issue). Copy and photos for new ads must also be submitted at this time. Camera ready ads are due one week later. If either of those dates fall on a weekend, the deadline is the business day prior. Magazines are released online on the first of the issue month, and arrive in mailboxes around the same date, with some minor variations from postal carriers. The 2022 production schedule can be found on page 4.

AD SPECIFICATIONS

GELBIEH WORLD



THE PROFIT PICTURE



magazine production schedule

JANUARY GELBVIEW WORLD

SIRE POWER

Space Reservation December 1

Camera Ready Ads December 8

Drop-In Mail December 27

FEBRUARY PROFIT PICTURE

SALE SEASON

Space Reservation December 31

Camera Ready Ads January 7

Drop-In Mail January 21

MARCH GELBVIEW WORLD

CATTLEMEN'S CONGRESS

Space Reservation February 1

Camera Ready Ads February 8

Drop-In Mail February 25

APRIL GELBVIEW WORLD

NUTRITION

Space Reservation March 1

Camera Ready Ads March 8

Drop-In Mail March 27

MAY GELBVIEW WORLD

THE PROTEIN POWERHOUSE

Space Reservation April 1

Camera Ready Ads April 8

Drop-In Mail April 27

JULY GELBVIEW WORLD

HERD REFERENCE

Space Reservation June 1

Camera Ready Ads June 8

Drop-In Mail June 27

AUGUST GELBVIEW WORLD

FOCUS ON THE FUTURE

Space Reservation July 1

Camera Ready Ads July 8

Drop-In Mail July 27

SEPTEMBER PROFIT PICTURE

PREMIUM OPPORTUNITIES

Space Reservation August 1

Camera Ready Ads August 8

Drop-In Mail August 21

OCTOBER GELBVIEW WORLD

TECHNOLOGY-DRIVEN EFFICIENCY

Space Reservation September 1

Camera Ready Ads September 8

Drop-In Mail September 27

NOVEMBER GELBVIEW WORLD

HERD BUILDERS

Space Reservation September 30

Camera Ready Ads October 7

Drop-In Mail October 26

DECEMBER GELBVIEW WORLD

SEEDSTOCK MARKETING

Space Reservation November 1

Camera Ready Ads November 8

Drop-In Mail November 28

web design services

BASIC PACKAGE

\$500 + HOSTING*

Single-page online marketing for your operation

Domain name management (for 1 domain)

1 page of content

Custom, mobile-friendly website design

Online account to access website and make changes/updates

Your sales listed on our Upcoming Events calendar on Gelbvieh.org, linked to your site

1 round of complimentary edits to initial website design

PREMIUM PACKAGE

\$800 + HOSTING*

Multi-page website

Domain name management (for 1 domain)

5 pages of content or equivalent

Custom, mobile-friendly website design

Online account to access website and make changes/updates

Your sales listed on our Upcoming Events calendar on Gelbvieh.org, linked to your site

Up to 3 rounds of complimentary edits to initial website design

Embedded digital sale catalogs

***Hosting fees start at \$168 annually, paid directly by customer**

ADD-ONS

Additional Pages **\$100/page**

Social Media Feed Integration **\$50**

Website Maintenance/Updates **\$50/hour**

Have the Gelbvieh Media Productions Team maintain your website. All website updates are billed by 30-minute increments and must be given with appropriate prior notice. Customer is responsible for notifying the GMP team of any updates.

Website Maintenance Training **\$75**

Providing you the training to make changes/updates on your website and maintain it independently.

CONTACT

KATIE HARBERT

GELBVIEH MEDIA PRODUCTIONS COORDINATOR

katie@gelbvieh.org | 303-465-2333

sale catalog timeline

In order to ensure you have your sale catalogs in mailboxes when you want them, please see the approximate time frames below for each step in the production process for your catalog. Keep in mind, this timeline ends with the date you want your catalogs in hand, not necessarily your actual sale date — be sure to make your plans early in order to have your finished product on time.

DNA TESTING 4-6 WEEKS

DNA results typically take 4-6 weeks to process from the time the lab receives the samples. Genomic-enhanced EPDs can take an additional couple of weeks to appear.

PICTURES 1 WEEK

Whether you're hiring a photographer or taking pictures of your lots yourself, plan for at least one week to get those pictures taken, edited, uploaded and labeled — and writing footnotes.

CATALOG LAYOUT & PROOFING 1-2 WEEKS

Catalog design time depends on many factors, including the catalog size, receiving all information and photos, Gelbvieh Media Productions schedule, response time for edits and approval and more.

PRINTING & MAILING 3 WEEKS

Printing and mailing time depends on the quantity and size of the catalog, along with printer workload and varying mail delivery times. During this time, the catalog can be posted online.

TOTAL 12 WEEKS

Whether you're just starting the process and sending in DNA samples or you already have your results and photos taken, these estimates can help you know what to expect for your sale catalog.