

# GELBVIEW MEDIA PRODUCTIONS

# 2024 MEDIA KIT

## WEBSITE DESIGN SERVICES

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.

## 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.

## 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.

**NEW! MAIL YOUR CATALOG WITH GELBVIEW WORLD:** Send your sale catalog to AGA members and 3000 commercial producers by polybagging with any of our Gelbvieh World Issues. Pricing depends on weight and includes a \$200 AGA set-up fee. Please inquire for a full quote.

## 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.

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 35,000 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.

Please contact Malerie Markley at 303-465-2333 or [malerie@gelbvieh.org](mailto:malerie@gelbvieh.org) to get started on any of the Gelbvieh Media Productions services!

# 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: 35,000

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

<b>Full Page</b> 8.375" x 10.875" (trim) 8.625" x 11.125" (bleed) 7.375" x 9.785" (live area)	<b>1/2 Page</b> 7.25" x 4.75"	<b>1/4 page</b> 3.5" x 4.625"
	<b>1/3 page</b> 7.25" x 2.875"	

### THE PROFIT PICTURE

<b>Full Page</b> 8.25" x 10.25" (trim) 8.75" x 10.75" (bleed) 7.5" x 9.5" (live area)	<b>1/2 page</b> 7.5" x 4.275"	<b>1/4 page</b> 3.625" x 4.275"
	<b>1/3 page</b> 7.5" x 2.75"	

# magazine production schedule

## JANUARY GELBVIEW WORLD

ANNUAL MEETING/SIRE POWER

<b>Ad/Editorial</b>	November 30
<b>Camera Ready Ads</b>	December 7
<b>Proofing</b>	December 13
<b>Upload</b>	December 14
<b>Drop-In Mail</b>	December 26

## FEBRUARY PROFIT PICTURE

SALE SEASON

<b>Ad/Editorial</b>	December 15
<b>Camera Ready Ads</b>	December 20
<b>Proofing</b>	December 28
<b>Upload</b>	January 4
<b>Drop-In Mail</b>	January 25

## MARCH GELBVIEW WORLD

CATTLEMEN'S CONGRESS

<b>Ad/Editorial</b>	January 31
<b>Camera Ready Ads</b>	February 7
<b>Proofing</b>	February 11
<b>Upload</b>	February 13
<b>Drop-In Mail</b>	February 25

## APRIL GELBVIEW WORLD

NUTRITION

<b>Ad/Editorial</b>	February 28
<b>Camera Ready Ads</b>	March 6
<b>Proofing</b>	March 11
<b>Upload</b>	March 13
<b>Drop-In Mail</b>	March 24

## MAY GELBVIEW WORLD

THE PROTEIN POWERHOUSE

<b>Ad/Editorial</b>	March 29
<b>Camera Ready Ads</b>	April 5
<b>Proofing</b>	April 11
<b>Upload</b>	April 12
<b>Drop-In Mail</b>	April 24

## JULY GELBVIEW WORLD

HERD REFERENCE

<b>Ad/Editorial</b>	May 31
<b>Camera Ready Ads</b>	June 7
<b>Proofing</b>	June 12
<b>Upload</b>	June 13
<b>Drop-In Mail</b>	June 25

## AUGUST GELBVIEW WORLD

FOCUS ON THE FUTURE

<b>Ad/Editorial</b>	June 28
<b>Camera Ready Ads</b>	July 5
<b>Proofing</b>	July 11
<b>Upload</b>	July 12
<b>Drop-In Mail</b>	July 25

## SEPTEMBER PROFIT PICTURE

PREMIUM OPPORTUNITIES

<b>Ad/Editorial</b>	July 15
<b>Camera Ready Ads</b>	July 22
<b>Proofing</b>	July 29
<b>Upload</b>	August 5
<b>Drop-In Mail</b>	August 25

## OCTOBER GELBVIEW WORLD

TECHNOLOGY-DRIVEN EFFICIENCY

<b>Ad/Editorial</b>	August 29
<b>Camera Ready Ads</b>	September 6
<b>Proofing</b>	September 12
<b>Upload</b>	September 13
<b>Drop-In Mail</b>	September 25

## NOVEMBER GELBVIEW WORLD

HERD BUILDERS

<b>Ad/Editorial</b>	September 27
<b>Camera Ready Ads</b>	October 4
<b>Proofing</b>	October 10
<b>Upload</b>	October 11
<b>Drop-In Mail</b>	October 23

## DECEMBER GELBVIEW WORLD

SEEDSTOCK MARKETING

<b>Ad/Editorial</b>	October 31
<b>Camera Ready Ads</b>	November 7
<b>Proofing</b>	November 13
<b>Upload</b>	November 14
<b>Drop-In Mail</b>	November 26

# web design services

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## 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

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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

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### MALERIE MARKLEY

MULTIMEDIA COORDINATOR

malerie@gelbvieh.org | 303-465-2333

# social media campaigns

## PACKAGES

### THE INITIATOR

Campaign Length: 10 days  
People Reached: 8.4K - 24.3K  
Link Clicks: 173 - 509  
Targeted States: 4-5 states  
Cost: **\$800**

### THE ADVANCER

Campaign Length: 14 days  
People Reached: 26.8K - 77.4K  
Link Clicks: 523 - 1.5K  
Targeted States: 6-8 states  
Cost: **\$1000**

## AD FORMAT

### Carousel

Includes photos or videos in a slide (See example below). Each post needs a primary text to include information about the sale and can include text with a clickable link to a sale catalog, online bidding, website of your choosing, etc. Please submit artwork, photos, or videos to be used in the campaign 1 week prior to launch of campaign to Malerie Markley, [malerie@gelbvieh.org](mailto:malerie@gelbvieh.org)

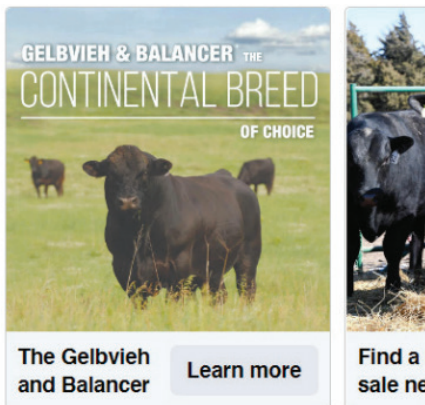
### Video

Includes one 30-45 second video commercial. If video assets are to be developed by the Gelbvieh Media Productions Team, please allow 1 week prior to campaign launch. There will be an additional charge of \$150 for this service.

Ads will be published from the Gelbvieh Media Productions Facebook account.

Carousel Ad

Add Gelbvieh and Balancer genetics to your herd this bull sale season!



Video Ad

Today, June 28, 2021 is the 50th anniversary of the American Gelbvieh Association!

For a complete history of the AGA, order your own copy of our 200-page breed history book: "Gelbvieh in the U.S.: The Breed. The Association. The People."

<https://gelbvieh.org/agf-history-book>



# *sale catalog timeline*

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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.