

2025 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 to get started on any of the Gelbvieh Media Productions services!

ad rates, discounts and specs

GELBVIEWH 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

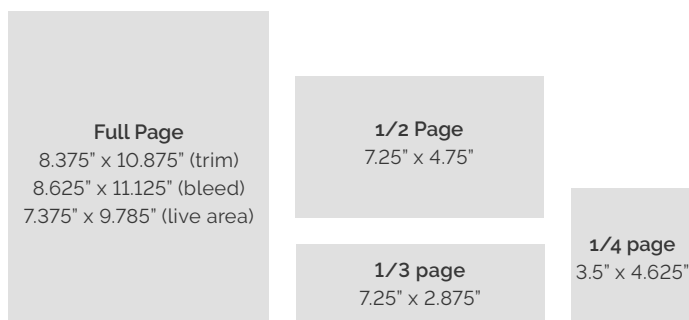
State Roundup ads are available in the following issues: July Gelbvieh World, February and September The Profit Picture, and can be purchased for an individual issue or as a one year contract. State roundup ads are 2 inch ads, similar to Breeder Blocks.

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

GELBVIEWH WORLD



THE PROFIT PICTURE



magazine production schedule

JANUARY GELBVIEW WORLD

ANNUAL MEETING/SIRE POWER

Ad/Editorial November 29

Camera Ready Ads December 6

Proofing December 12

Upload December 13

Drop-In Mail December 26

FEBRUARY PROFIT PICTURE

SALE SEASON

Ad/Editorial December 31

Camera Ready Ads January 7

Proofing January 13

Upload January 14

Drop-In Mail January 25

MARCH GELBVIEW WORLD

CATTLEMEN'S CONGRESS

Ad/Editorial January 31

Camera Ready Ads February 7

Proofing February 11

Upload February 13

Drop-In Mail February 25

APRIL GELBVIEW WORLD

NUTRITION

Ad/Editorial February 28

Camera Ready Ads March 7

Proofing March 13

Upload March 14

Drop-In Mail March 25

MAY GELBVIEW WORLD

THE PROTEIN POWERHOUSE

Ad/Editorial March 28

Camera Ready Ads April 4

Proofing April 11

Upload April 14

Drop-In Mail April 25

JULY GELBVIEW WORLD

HERD REFERENCE

Ad/Editorial May 30

Camera Ready Ads June 6

Proofing June 13

Upload June 16

Drop-In Mail June 26

AUGUST GELBVIEW WORLD

FOCUS ON THE FUTURE

Ad/Editorial June 27

Camera Ready Ads July 7

Proofing July 11

Upload July 14

Drop-In Mail July 25

SEPTEMBER PROFIT PICTURE

PREMIUM OPPORTUNITIES

Ad/Editorial July 31

Camera Ready Ads August 7

Proofing August 14

Upload August 15

Drop-In Mail August 25

OCTOBER GELBVIEW WORLD

TECHNOLOGY-DRIVEN EFFICIENCY

Ad/Editorial August 29

Camera Ready Ads September 5

Proofing September 12

Upload September 15

Drop-In Mail September 26

NOVEMBER GELBVIEW WORLD

HERD BUILDERS

Ad/Editorial September 26

Camera Ready Ads October 3

Proofing October 10

Upload October 13

Drop-In Mail October 24

DECEMBER GELBVIEW WORLD

SEEDSTOCK MARKETING

Ad/Editorial October 31

Camera Ready Ads November 7

Proofing November 13

Upload November 14

Drop-In Mail November 26

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

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

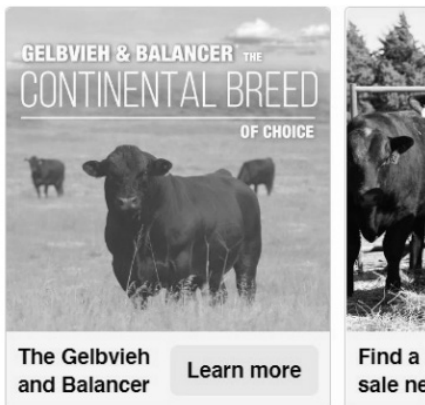
Video

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

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.