

# The Mountaineer CATTLEMAN

A PUBLICATION OF THE WEST VIRGINIA CATTLEMEN'S ASSOCIATION

## MEDIA KIT

Today, the cattle industry faces many challenges; health issues, changing regulations and increased competition from other meats are only a few. To meet these issues head on, we need a strong organization to represent cattle interests. West Virginia Cattlemen's Association (WVCA) is the organization that stands up for cattlemen.

The Mountaineer Cattleman is published quarterly by the WVCA and sent to members across the state. Your organization can reach a targeted audience of dedicated cattle producers to promote your product and/or service. Content includes beef cattle production issues, membership and legislative news and more.

## ADVERTISING DEADLINES

JANUARY 30 • MAY 1 • JULY 31 • NOVEMBER 24

AD SIZE	AD DIMENSIONS	COLOR RATE	BLACK/WHITE RATE
Full Page (bleed)	8.75" x 11.25" (0.625" safe area)	\$500	\$450
Full Page	7.375" x 10"	\$500	\$450
1/2 Page (horizontal)	7.375" x 4.875"	\$400	\$300
1/2 Page (vertical)	3.5625" x 10"	\$400	\$300
1/4 Page (horizontal)	7.375" x 2.3125"	\$200	\$150
1/4 Page (vertical)	3.5625" x 4.875"	\$200	\$150
1/8 Page (Business Card)	3.5625" x 2.3125"	\$100 (X4)	\$100 (X4)

Contact **Katie Pratt** at **(859) 278-0899** or **kpratt@kycattle.org**  
if you have any questions or need further information.