

# **Cattle USA Media Network**

Connecting Agriculture Communities Nationwide



# Cattle USA Media Kit | 2024 - 25

### **About Us**

An agriculture family serving the cattle industry for nearly 100 years

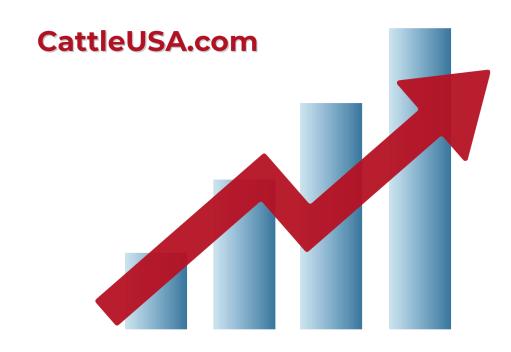
A modern digital hub with a niche market audience of livestock producers & agriculture professionals spanning across the United States

Serving ag professionals virtually nationwide as online auction host site

Fostering community connection

Supporting agriculture commerce & e-commerce growth

Promoting products & brands relevant to industry professionals



### Digital Marketing

Take your sale, product, or business to the next level by partnering with Cattle USA Media. Reach hundreds of thousands of active industry professionals with the click of a button. Choose from a variety of bundle options below to maximize your target impact and increase sales.

### **Digital Advertising Offerings:**

- National, Regional, & Local banner ads on cattleusa.com
- National & Regional email blasts to 170,000+ producers

# Webpage Banner Ads | CattleUSA.com



### **Banners Tailored to Reach Direct Audience**

Connect with specific locations through Local and Regional banners or reach widespread network with National campaigns

Local: specified local area including 1 - 3 zip codes Regional: specified regional area including 1 - 3 states National: nationwide across the entire country



# **Email Blasts | Direct Inbox Promotion**

On demand email blasts send your personalized pdf advertisement to over 170,000 active professionals in the livestock & agriculture community

# Instantly connect with our National Network of Livestock Producers & Agriculture Professionals



Immediate National Exposure

Accurately Target Specific Regions

Highlight Special Sales, Promos, Events

### 170,000+ Verified Emails

Livestock Producers &
Agriculture Professionals
Nationwide



# Pricing & Packages | 2024 - 25

| Web Banners         | Local                                    | Regional                                    | National  |
|---------------------|--|---|---|
| 3 Months            | <b>\$600</b><br>(\$200 / mo.)            | <b>\$6,000</b><br>(\$2,000 / mo.)           | \$10,500<br>(\$3,500 / mo.)   |
| Annual              | <b>\$1,900</b> (-20%)<br>(\$500 Savings) | <b>\$20,000</b> (-15%)<br>(\$4,000 Savings) | <b>\$35,000</b> (-15%)<br>(\$7,000 Savings)   |
| Email Blasts        | Regional                                 | National                                    | Additional Information  |
| Single              | \$475                                    | \$950                                       | Design Add-On: \$100 / web banner (optional design assistance)  Maintain Email Blast package discount rate for any additional purchases |
| 3 Pack <i>(-5%)</i> | <b>\$1,350</b><br>(\$75 Savings)         | <b>\$2,700</b><br>(\$150 Savings)           | within calendar year  Contact Cattle USA Media today for custom tailored package options designed to fully meet your business           |
| 6 Pack <i>(-8%)</i> | <b>\$2,620</b><br>(\$230 Savings)        | <b>\$5,240</b><br>(\$460 Savings)           | marketing needs★  |