

# MARKETING SOLUTIONS



## WHO WE ARE

The Illinois Beef Association (IBA) is the state's leading trade organization for cattle farmers. The Illinois cattle industry thrives on multi-generational family farms. The farmers and cattle producers of the Illinois Beef Association serve as stewards of the livestock, land, and environment entrusted to them. The IBA is a network of passionate people working together to produce high quality beef.

IBA's membership consists of more than 2,000 members and represents state breed and industry partners. IBA works to serve its members and promote the viability of the beef industry in Illinois, and to build demand for beef through education, communication and marketing.





# ILLINOIS BEEF

Frequency: Bi-Monthly Magazine

Circulation: 2,000+

Audience: IBA members, allied industry and product representatives, legislative representatives, industry stakeholders and thought leaders

*Illinois Beef* is published for Illinois cattlemen represented by all aspects of the beef industry. Timely articles and editorial columns provide readers with information to help them make sound management and marketing decisions.

Distributed to a targeted and influential audience looking for great cattle and great products, *Illinois Beef* is the place to advertise and get ahead of the competition.

## REGULAR FEATURES

- IBA News & Views
- Policy Updates
- Market Reports
- Trade Updates
- Nutrition/Management Columns
- Animal Health Articles
- Producer Profiles

## EDITORIAL CALENDAR

### January/February

Deadline: Dec. 15

*\*Expanded circulation*

New Year Outlook

Illinois Beef Expo preview

Show preparation & planning features

### March/April

Deadline: Feb. 15

Update on genetics & research

Sire selection/cow herd features

### May/June

Deadline: April 15

Summer Conference preview

Pasture management & grazing tips

Weaning preparation methods & tips

### July/August

Deadline: June 15

*\*Expanded circulation*

Cattle producer profiles

State Fair preview

### September/October

Deadline: Aug. 15

Fall sales

Cattle producer profiles

State Fair results

### November/December

Deadline: Oct. 15

Animal health features & tips

Beef Quality Assurance

IBA membership renewal

### Membership Directory

Deadline: June 15

Listing of all IBA Producer & Agribusiness Members

Shipped with the July/August issue

# ADVERTISING RATES

## Cattle Producer Rates

Space	Black & White	2-color	4-color
Full page	\$540	\$820	\$940
2/3 page	\$420	\$700	\$820
1/2 page	\$310	\$590	\$710
1/3 page	\$235	\$515	\$635
1/4 page	\$180	\$460	\$580

## Commercial Rates

Space	Black & White	2-color	4-color
Full page	\$730	\$1,110	\$1,270
2/3 page	\$570	\$945	\$1,110
1/2 page	\$420	\$800	\$960
1/3 page	\$320	\$700	\$860
1/4 page	\$245	\$620	\$785

## Premium Positions

Back Cover - \$1,140

Inside Back Cover - \$1,040

Inside Front Cover - \$1,040

## Membership Directory Ads

Full Page - \$500

Half Page - \$250

## Business Card Ads

\$180 (6 issues) / \$40 per issue - billed yearly

## Digital Ad Package

\$300 for email blast to IBA Membership and Industry List & post to Illinois Beef Facebook page

*Free ad layout/design for all advertisers*

**Advertising rates are discounted for year-long contracts**

# DIMENSIONS

**Full Page:** 8" x 10 3/4"

**2/3 Page:** 7" x 6.5"

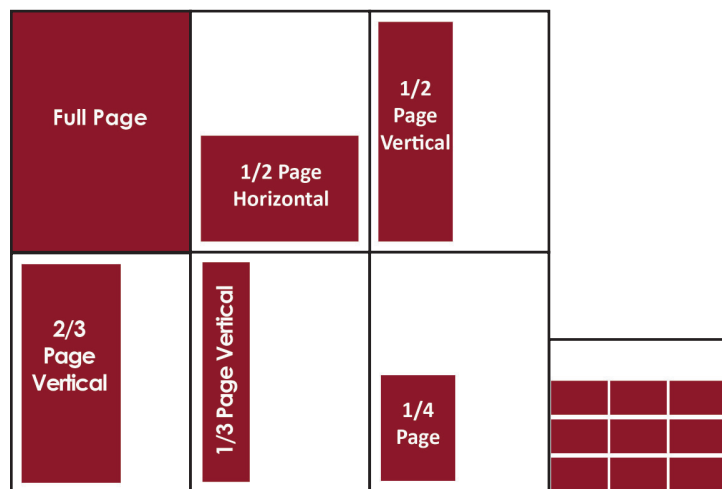
**1/2 Page:** Horizontal - 7" x 4.7"  
Vertical - 3.3" x 9.75"

**1/3 Page:** 7" x 3.14"

**1/4 Page:** 3.3" x 4.7"

**Business Card Ad:** 2.2" x 1.5"

**Page Size:** 8" x 10 3/4"  
Bleed ads need 1/8" over on all sides



**Accepted Formats:** Adobe PDF, TIFF, EPS, or JPEG saved at a minimum of 300 dpi resolution

## MEMBERSHIP DIRECTORY DIMENSIONS

**Full Page:** 5.75" X 8.75"

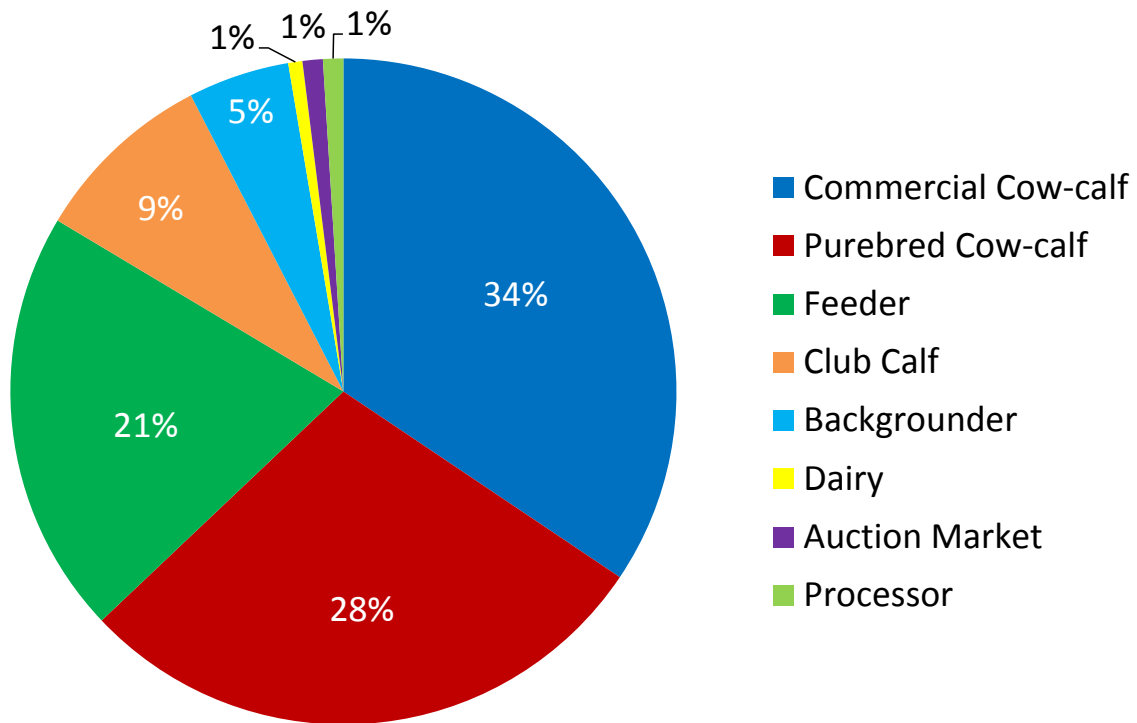
**1/2 Page:** 4.5" X 3.6"

**Contact:** Betty Haynes, Publications & Promotions Manager

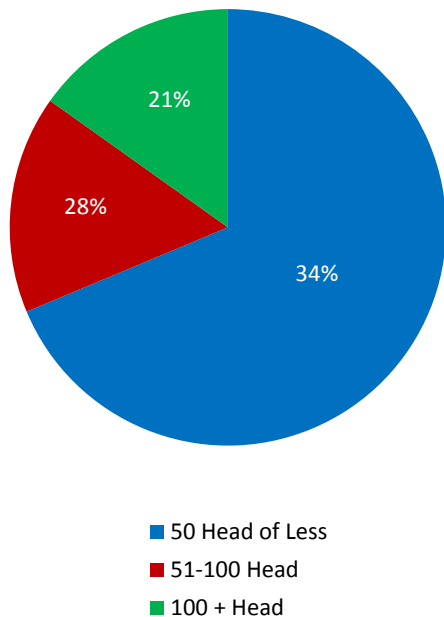
betty@illinoisbeef.com | 217-741-2294

# IBA DEMOGRAPHICS

## TYPE OF OPERATION



## SIZE OF OPERATION



## DIRECT ACCESS TO IBA MEMBERS



**41%**

of IBA members say the #1 reason they belong to the Association is to receive *Illinois Beef* magazine.



**90%**

of IBA members say the #1 source of information for learning about Association-related programs is *Illinois Beef* magazine.

# IBA SUMMER CONFERENCE

Frequency: Yearly, mid-June

Attendance: 150+

Audience: Seedstock breeders, cattle feeders, commercial cattlemen and business owners: all influential in their community, and looking to learn and make new connections

The IBA Summer Conference gives you the opportunity to connect with the most influential and engaged cattlemen in Illinois – they represent all sectors of the industry and many serve in leadership roles on a regional and state level.

Present your brand, company and products to our attendees, and meet potential clients and new employees face to face. Use the exhibition space to highlight your services and products to more than 150 potential partners and customers.

## 2022 IBA Summer Conference Sponsorship Opportunities *Date and Location TBA*

OPPORTUNITY	LEVEL: PRIME \$1,500	LEVEL: CHOICE \$1,000	LEVEL: SELECT \$500
Full page color ad in <i>Illinois Beef</i> magazine	●		
Logo on conference website	●		
Slide on big screen during Annual Banquet	●		
2 complimentary registrations	●	●	
Half page color ad in <i>Illinois Beef</i> magazine		●	
Inclusion of logo on conference materials	●	●	●
Exhibition space	●	●	●
1 complimentary registration			●
Email blast to membership and industry list	●	●	
Facebook post on Illinois Beef Facebook page	●		
Quarter page black and white ad in <i>Illinois Beef</i> magazine			●



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