



# Female Foundations

2026

Special Advertising Section **ANGUS BEEF BULLETIN**

As the industry draws closer to rebuilding, it's time to shine the light on Angus herds that have the genetics to “rebuild right.”

Has your herd kept focus on maternal efficiency and reproductive performance? Do your bulls help commercial producers create replacement heifers? Maybe you have a set of females you are offering by auction or private treaty, or a maternal sire that could help advance commercial herds through AI. This section will allow you to tell that story in a truly unique way.

As cattlemen look to rebuild, help them find genetics that bring in the longevity and mothering ability the breed was built on.



### Option 1: \$3,500 (\$5,000+ value)

- ▶ Full-page ad
- ▶ 250-word writeup
- ▶ photo

### Option 2: \$2,750 (\$4,200+ value)

- ▶ ½-page ad
- ▶ 150-word writeup

### What you get

- ▶ Full- or ½-page ad within the “Female Foundations” section in the *Angus Beef Bulletin’s* September issue.
- ▶ ½- or ¼-page professionally written piece featuring your operation near your display ad in the special section.
- ▶ Individual “as seen in” social post on ABB social pages.
- ▶ A spot on the Female Foundations landing page on *Angus.org*.

### In addition, ABB will drive traffic to the special advertising section via

- ▶ The *Angus at Work* podcast
- ▶ Social posts
- ▶ E-newsletters

### Ad Deadlines

- ▶ Reservation deadline: **June 1, 2026** ▶ Materials deadline: **July 1, 2026**

### Bonus digital add-on opportunity:

Add an optional retargeting bonus of 10,000 impressions with purchase of 20,000 display impression (\$500) retargeting purchase (\$750 value).



**Contact:** Your regional manager (see back) or our advertising team at [advertising@angus.org](mailto:advertising@angus.org) or 816-383-5200.

# Connect with your Association representative.

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Angus Media ad coordinators work with regional managers to meet the advertising needs of seedstock suppliers. Contact the team at [advertising@angus.org](mailto:advertising@angus.org) or 816-383-5200 for more information.

