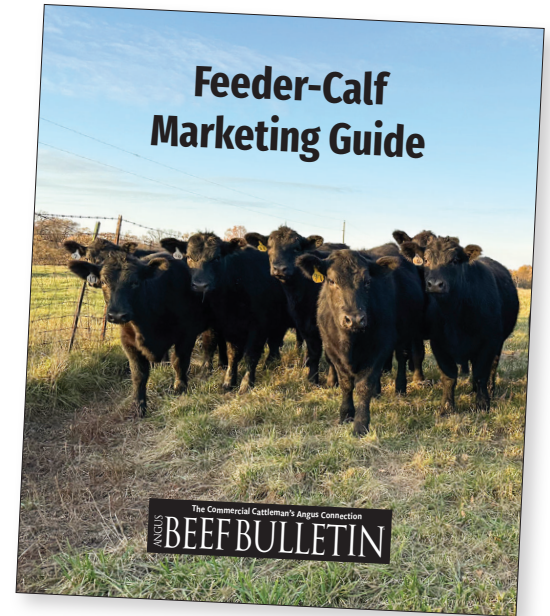


# 2025 Feeder-Calf Marketing Guide

brought to you by the Angus Beef Bulletin.

There's more to getting the Angus premium than turning out a black bull and hauling calves to town — or buying a set of black calves. The *Feeder-Calf Marketing Guide* connects those in the quality-beef supply chain and provides a road map to enhance profit via management, marketing and collaboration.



**New time: September**  
(in mailboxes Sept. 1 ± week)



**New format:**  
**Insert in the ABB & AJ and online**

- ▶ Timed when readers are selling their calves
- ▶ Expanded mailing list
- ▶ Posted as standalone piece online
- ▶ Expanded promotion
- ▶ Base bundle for full-page or larger print ad includes digital presence
- ▶ Digital add-ons available (see back of sheet)

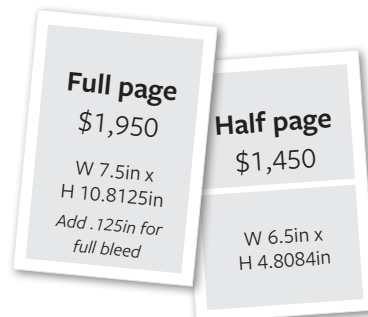
Now with a home online at <https://bit.ly/ABB-FCMG>, we're revising the *Feeder-Calf Marketing Guide* to optimize its print and digital presence. We'll stay feature-focused in our printed piece, while positioning our "Feedlot Finder" and "Auction Central" listings online.

Purchase of a 1-page or larger print ad includes a digital display ad appearing in rotation on "Feeder-Calf Marketing Guide" pages and articles within *Angus.org*, and a single service directory ad.

Reach out to our team to see how you can be part of this year's edition.

**Contact:**

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



**Services directory ad**  
\$250

W 3.2in x  
H 1.8in



**Deadline:**

- ▶ Ad deadline:  
**July 11, 2025**

**Options available:**

Print ads available in full- and flat-half-page increments

Services directory ads available

- Ads in *Guide* can't be traded for contracted positions in the main book.
- Early-copy/camera-ready discounts do not apply.
- Volume discounts do not apply.

# Connect with your Association representative.

## REGION 1 — Reese Tuckwiller

308-360-3048; rtuckwiller@angus.org  
CT, DC, DE, MA, MD, ME, NC, NH, NJ,  
NY, PA, RI, VA, VT, WV

## REGION 2 — David Gazda

706-296-7846; dgazda@angus.org  
FL, GA, SC

## REGION 3 — Alex Tolbert

706-338-8733; atolbert@angus.org  
KY, OH, TN

## REGION 4 — Tyler Murray

515-341-3260; tmurray@angus.org  
IL, IN, MI, WI

## REGION 5 — Adam Conover

816-676-8560; aconover@angus.org  
IA, MO

## REGION 6 — Andrew Swanson

507-829-4133; aswanson@angus.org  
MN, ND, SD

## REGION 7 — Will Harsh

740-272-1386; wharsh@angus.org  
CO, NE

## REGION 8 — Jeff Mafi

816-344-4266; jmafi@angus.org  
KS, OK

## REGION 9 — Radale Tiner

979-492-2663; rtiner@angus.org  
NM, TX

## REGION 10 — Kurt Kangas

406-366-4190; kkangas@angus.org  
AK, MT, WY

## REGION 11 — Landon Andrews

801-592-7279; landrews@angus.org  
AZ, CA, NV, UT

## REGION 12 — Quanah Gardiner

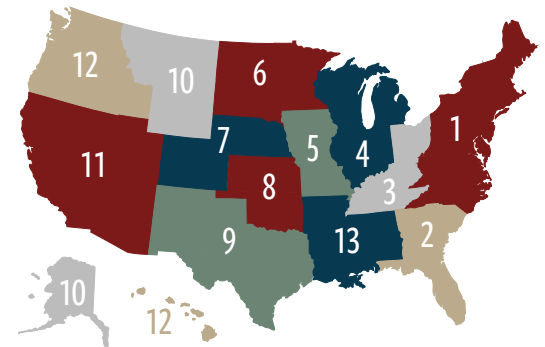
620-635-0294; qgardiner@angus.org  
HI, ID, OR, WA

## REGION 13 — To be named

Interim contact: Levi Landers,  
director of field services; 816-383-5100;  
llanders@angus.org  
AL, AR, LA, MS

## DIRECTOR OF FIELD SERVICES — Levi Landers

816-383-5100; llanders@angus.org



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.

## Base package for 1-page print ad or larger

- Digital display ad appearing in rotation with other advertisers on the “Feeder-Calf Marketing Guide” landing page, “Feedlot Finder,” “Auction Market Central,” and *Feeder-Calf Marketing Guide* article pages.
- Directory ad in appropriate section of FCMG (seedstock, markets or feedlots)

## Add-on opportunities available for purchase

Extend the reach of your investment in print advertising with these unique digital opportunities — including options not available in our typical digital advertising offerings. Purchase an ad bundle to reach our commercial Angus audience wherever they are online.

- Bonus digital package: **+\$700 (A more than \$1,050 value)**
  - Native article in the *ABB EXTRA* e-newsletter (audience 9k)
  - Retargeting display 20,000 impressions, including special access to the *Angus Beef Bulletin* audience
- Premium digital package: **+\$1,200 (A more than \$1,800 value)**
  - Native article in the *ABB EXTRA* e-newsletter (audience 9k)
  - Retargeting display 30,000 impressions, including special access to the *Angus Beef Bulletin* audience
  - Reach commercial ad placements on *Angus.org*
- Platinum digital package: Two-page spread **+\$1,500 (A more than \$2,650 value)**
  - Native article in the *ABB EXTRA* e-newsletter (audience 9k)
  - Retargeting display 40,000 impressions, including special access to the *Angus Beef Bulletin* audience
  - Reach commercial ad placements
  - *Angus At Work* Podcast sponsorship

Note: Digital deliverables must be completed by Dec. 1, 2025.