

# Female Foundations

**Special Advertising Section**

*brought to you by the Angus Beef Bulletin.*

As the industry draws closer to rebuilding, it's time to shine the light on the Angus female as the foundation of the beef business. Within an issue devoted to the Angus female, this special ad section will allow you to share what sets your operation and its genetics apart.

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.

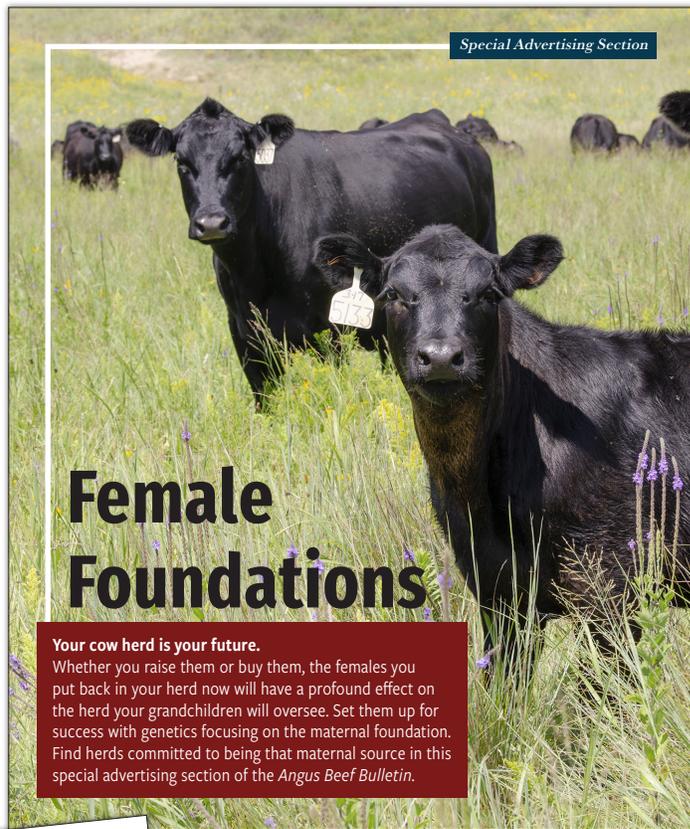
In 2015, when cattlemen decided to expand, they took the opportunity to “rebuild right” with Angus genetics. Position your brand within this special section commercial cattlemen will take time to study.

## What you get

- ▶ Full- or ½-page ad within the “Female Foundations” ad section in the *Angus Beef Bulletin's* April 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.
- ▶ The full special ad section will be posted as a standalone piece and prominently displayed online.

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

- ▶ Podcast support
- ▶ E-blast support
- ▶ Social posts



## Female Foundations

**Your cow herd is your future.**

Whether you raise them or buy them, the females you put back in your herd now will have a profound effect on the herd your grandchildren will oversee. Set them up for success with genetics focusing on the maternal foundation. Find herds committed to being that maternal source in this special advertising section of the *Angus Beef Bulletin*.

## Deadlines

- ▶ Ad reservation deadline: **Jan. 1, 2025, to allow time for writeups to be created and approved.**
- ▶ Ad materials deadline: **Feb. 7, 2025**

## Opportunities available

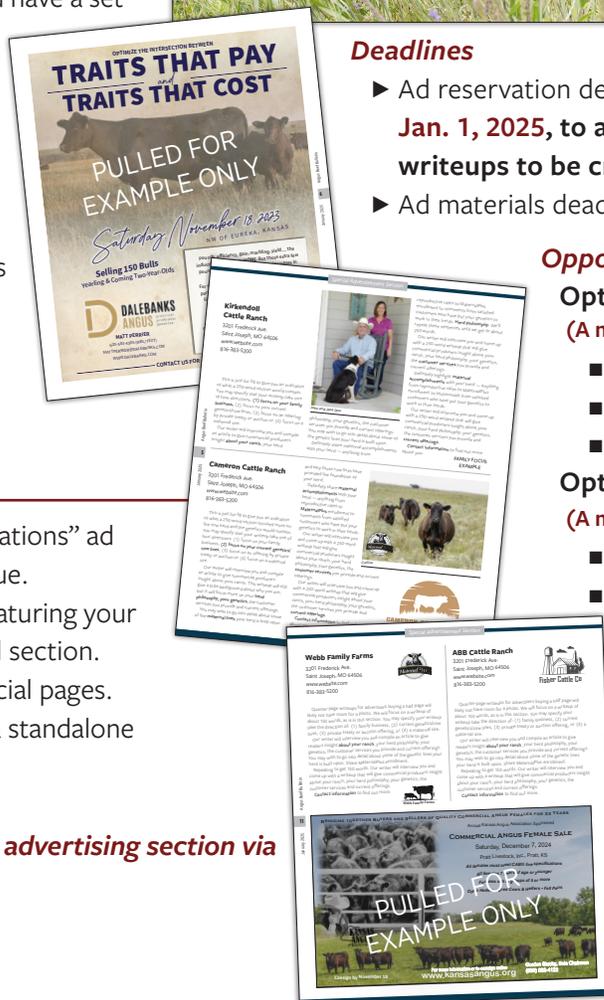
**Option 1: \$3,500**  
(A more than \$5,000 value)

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

**Option 2: \$2,750**  
(A more than \$4,200 value)

- ½-page ad
- 150-word writeup

*Additional add-on opportunities are available. (see back)*



# 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 — Casey Jentz

608-234-1998; cjentz@angus.org  
IL, IN, MI, WI

## REGION 5 — Adam Conover

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

## REGION 6 — To be named

Interim contact: Levi Landers,  
director of field services; 816-383-5100;  
llanders@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 — Quannah Gardiner

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

## REGION 13 — Shawn Gray

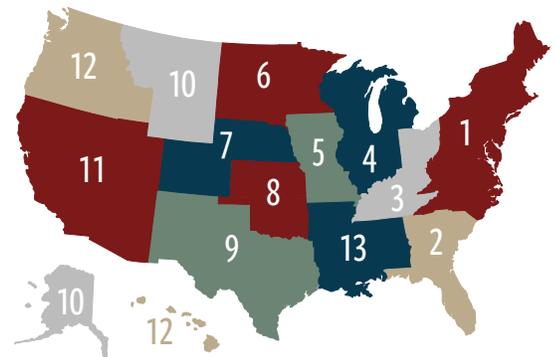
352-425-9326; sgray@angus.org  
AL, AR, LA, MS

## 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.



## Additional add-on opportunities are available.

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.

- Base level: Included
  - Sponsored social posts from ABB Facebook/Instagram page
- Bonus digital package: **+\$700 (A more than \$900 value)**
  - Sponsored social post from ABB Facebook/Instagram page
  - Placement of special editorial in the ABB EXTRA e-newsletter (audience 9k)
  - Retargeting display 20,000 impressions
- Premium digital package: **+\$1,200 (A more than \$1,650 value)**
  - Sponsored social post from ABB Facebook/Instagram page
  - Placement of special editorial in the ABB EXTRA e-newsletter (audience 9k)
  - Retargeting display 30,000 impressions
  - Reach commercial ad placements on *Angus.org*
- Platinum digital package: Two-page spread **+\$1,500 (A more than \$2,500 value)**
  - Sponsored social post from ABB Facebook/Instagram page
  - Placement of special editorial in the ABB EXTRA e-newsletter (audience 9k)
  - Retargeting display 40,000 impressions
  - Reach commercial ad placements
  - *Angus At Work* Podcast sponsorship