



# KETCH PEN

## 2024 Media Kit

### Ketch Pen Advertising

The Ketch Pen is the official publication of the Washington Cattlemen's Association and is published 12 times per year during the first week of each month. Ads must be submitted by the 15th day of the preceding month. All ads are full color. CMYK converted, press quality, PDF or PSD files are required. Please email all ads to: [dillon.duncan@yahoo.com](mailto:dillon.duncan@yahoo.com). Circulation: 1850+

#### Print Prices

Full Spread	\$1690
Back Cover	\$1150
Inside Front Cover	\$1050
Inside Back Cover	\$1050
First Page	\$950
Last Page	\$950
Full Page	\$850
2/3 Page	\$735
1/2 Page	\$620
1/3 Page	\$465
1/4 Page	\$400
Business Card	\$95
*Classified (placement)	\$55

\*Classified ads and business card ads are the same size, but classified ads are placed together in the rear most pages, as opposed to the Business Card ads being placed further forward next to content.

#### Print Sizes

Full Page	8.5 x 11 + 0.125 bleed
2/3 Vertical	4.95 x 9.93
1/2 Vertical	3.75 x 9.93
1/2 Horizontal	7.5 x 4.875
1/3 Vertical	2.375 x 9.93
1/3 Horizontal	7.5 x 3.25
1/3 Square	4.93 x 4.93
1/4 Vertical	3.675 x 4.88
Business	3.5 x 2
Classified	3.5 x 2

#### Print Discounts

A multiple time insertion contract is available to advertisers. An ad which appears consecutively entitles the advertiser to a discount of 5% on ads run 4-6 times, 7% on ads run 7-9 times and 10% on ads run 10-12 times. If multiple time insertion contract is broken by the advertiser a fee will be charged.

**Voting, Choice and Allied members are eligible for an additional 5% discount.**

#### Editing and Advertisement:

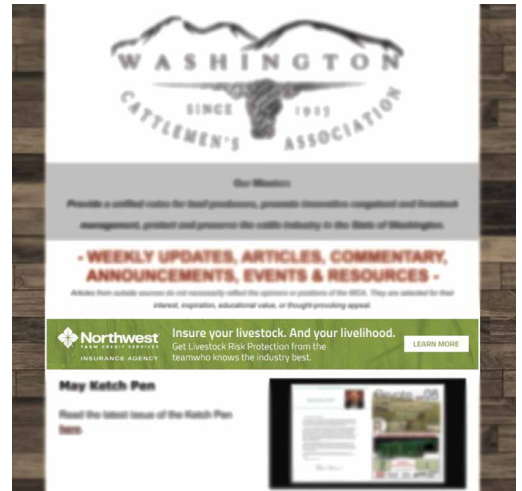
Dillon Duncan  
509-899-1856  
[dillon.duncan@yahoo.com](mailto:dillon.duncan@yahoo.com)

### Weekly Newsletter Advertisement

<b>Top Position Leaderboard (1 year minimum)</b>	<b>\$220/mo</b>	<b>728x90</b>
<b>Regular Banner (1 month minimum)</b>	<b>\$150/mo</b>	<b>728x90</b>
<b>Half Page (1 week minimum)</b>	<b>\$100/wk</b>	<b>300x600</b>
<b>Square (1 week minimum)</b>	<b>\$50/wk</b>	<b>250x250</b>
<b>*Embedded Video Ad (1 month minimum)</b>	<b>\$400/mo</b>	

Placing advertisements in emails is one of the most direct ways to contact new prospects and is still one of the most effective ways to market your products. In fact, the average ROI on an email campaign is 38 to 1 — for every dollar you spend on email marketing, you'll get \$38 back.

\*Embedded video ads must be YouTube or Vimeo videos



Example of Banner Ad

### Social Media Marketing

With consumers constantly on FB and Instagram, these social platforms are essential, target-rich environments for your message. Reach your target audience with WCA's close to 21,000 followers on Facebook!

You can either run one individual ad, or launch a campaign. We launch your campaign, then monitor and optimize the tactics to ensure the best possible returns.

**Social Media ads - \$100 per post**

**Boosted Social media ad - \$200 per ad + boost money/days (TBD by advertiser)**

**Boosted Social media Video ad - \$400 per ad + boost money/days (TBD by advertiser)**

**Social Boost Example:** An advertiser has a bull sale coming up. Advertiser decides to run bull sale ad for 3 weeks and spend \$50 to boost the post. Advertiser spends \$250 total (\$200/ad + \$50/ad boost). ROI: Advertiser reached over 7500 people with over 550 people interacting (like, share, comment) with the post.

\*All Facebook ads, photos, videos and copy must comply with Facebook/Instagram/Meta guidelines. All boosted ads on social media are limited to running a maximum of one month. Social ad copy to be provided by advertiser to WCA.



Example of Facebook Ad