ARKANSAS CATTLEMEN’S ASSOCIATION

DIGITAL MEDIA RATE CARD

ALL ACA DIGITAL MEDIA ADVERTISING IS ON A FIRST COME FIRST SERVE BASIS.

For more information on digital advertising or to reserve your spot today, please contact Michelle Bufkin at [michelle@arbeef.org](mailto:michelle@arbeef.org) or 501-224-2114.

**Website Banner Ads - $200**

Banner ads are located at the bottom of our homepage. These ads are purchased on a per month basis, with a limit of four companies a month. Banner ads are automatically hyperlinked to a website of your choosing.

Banner ads measure 300 by 170 pixels, are full color and should be submitted in a JPEG format. Ads are visible on both the desktop and mobile versions of the ACA website.

**Email Blasts - $300**

Email blasts are emails sent to our contact list, of over 3,000 people, dedicated to your company, sale or content. These email blasts are limited to two per month.

Content can be sent as a complete pdf to match your company design. The second option is to send text, graphics and links to the ACA and we will design the email and provide a proof before sending it.

**Weekly Email Newsletter - $200**

The email newsletter is sent out every Friday at noon to over 3,000 people. \*except when the office will be closed that day due to a holiday or ACA event. The newsletter focuses on industry, legislative and production updates that can benefit our members’ operations.

A “block” consists of a 540px by 580px JPEG image ad with a “visit us” button that links to a webpage of your choosing. Image ads are full color and should be submitted in a JPEG format.

Advertisement is limited to one block each week. There is also a discounted rate for a month-long advertisement.