

2025

# MHN

## Missouri Hereford News

Official Publication of the Missouri Hereford Association

### Media Guide

**A Reputable Publication**  
with a large, loyal-based readership



**Interested in advertising or want to be reminded about upcoming deadlines?**

Receive text message reminders from Rural Route Creations about upcoming deadlines and news.

*It's simple and easy! Scan the QR code or text **MOHEREFORD** to 209-436-0425.*

### 2025 Publication Dates

Issue	Ad Space & Material Deadline	Camera Ready-Ad Submission
March 1	<b>Jan 10</b>	Jan 17
July 15	<b>May 30</b>	June 6
September 1	<b>July 25</b>	Aug 1
November 1	<b>Sept 19</b>	Sept 26

- ✓ Circulation to more than 500+ Missouri and Midwest Hereford breeders along with 200+ Missouri FFA programs (2 issues per year).
- ✓ Each issue is sent out via eblast to more than 1500+ Hereford breeders across the U.S. and Canada.
- ✓ MHN reaches viewers at more than 30 national, regional and state shows, industry events, and agricultural businesses.
- ✓ An online version of the publication will be available at [moherefords.org](http://moherefords.org) with 7,000+ website views per year.

**This newsletter is edited by Rural Route Creations, a division of Dorran Marketing, Inc, 30487 Hwy J • Wentworth, MO 64873 [www.ruralroutecreations.com](http://www.ruralroutecreations.com)**

# REACHING OUT TO THE MIDWEST AND BEYOND



## ADVERTISING RATES:

Advertising rates include design at no extra cost!

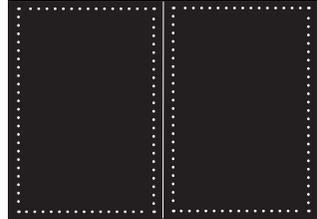
All contracted ads are for the current calendar year.

Color Ad Type	Cost Per Issue	4 issue Contract Price
Full page ad	\$300	\$1100 <i>Save \$100!</i>
Double Page Spread	\$500	\$1800 <i>Save \$200!</i>
Half page ad	\$200	\$700 <i>Save \$100!</i>
Quarter page ad	\$150	\$500 <i>Save \$100!</i>
Business card ad	(contracted only)	\$200

## AD SIZES: (in inches)

 **BUSINESS CARD AD** W 4.0" H 2.0"

 **FULL PAGE AD**  
W 8.5" H 11"  
**Live Area**  
W 8.25" H 10.75"  
Bleed .125

 **DOUBLE PAGE**  
W 17" H 11"  
**Live Area**  
W 16.25" H 10.75"  
Bleed .125

 **HALF PAGE**  
W 7.5" H 4.9375"

 **QUARTER PAGE OPTION 1**  
W 7.5" H 2.468"

 **QUARTER PAGE OPTION 2**  
W 4.25" H 5.5"

## PAYMENT:

### Payment Methods:

- Credit Card through online portal
- Mailed check

**CONTRACT INCENTIVE!!** We value all of our advertisers but want to give a special thank you to our double page, full page and 1/2 page contracted advertisers by sending three eblasts during the calendar year. Please email us with the dates/advertisement you would like to send these for even more great exposure!

## ADVERTISEMENT & NEWS SUBMISSIONS:

Cassie Dorran, editor | 403-507-5953 | [cassie@ruralroutecreations.com](mailto:cassie@ruralroutecreations.com)  
Jocelyn Washam, editor | 417-838-5546 | [jocelyn@ruralroutecreations.com](mailto:jocelyn@ruralroutecreations.com)

## Camera Ready File Requirements

- PDF, EPS or JPG formats accepted in high resolution. Embed all fonts.

(Although we will advise you when your images are low quality, Rural Route Creations is not responsible for blurry or pixelated images.)

## Material Submission for Ad Creation

- Use your digital camera and take highest resolution images possible.
- Photo file size should be 1.5 MB or higher! Please send high resolution JPG image files.
- DO NOT allow email to resize images, when submitted.



Image taken at the correct resolution ✓



Image taken at the wrong resolution ✗

Images taken at low resolution (ex. by a cell phone camera) or images that have been downsized CANNOT be enlarged again and remain crisp. Low resolution creates blurry, "pixelated" images.

## Online Issue:

Each issue of the Missouri Hereford News is available online at [www.moherfords.org](http://www.moherfords.org) and on the MHA Facebook Page.

## Content Submission:

We welcome newsworthy information and upcoming events!

Please submit results, events, sale results and membership news by email.

## Prime Pages:

Selling rights to prime pages at the MO Hereford Banquet November 2, 2024  
Inside Front Cover • Page 1 • Center Spread Left Page • Center Spread Right Page • Inside Back Cover • Back Cover

## PLEASE BE ON TIME!

In order to mail the publication on time for sales and events and be disbursed at the Missouri Hereford Field Day and Junior National Hereford Expo, **we kindly ask you adhere to the deadlines.**

## Subscribe Now!

Submit your mailing address online at [moherfords.org](http://moherfords.org) to receive our publication!