

2026

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.

2026 Publication Dates

Issue	Ad Space & Material Deadline	Camera Ready- Ad Submission
March 1	Jan 5	Jan 10
July 15	May 29	June 5
September 1	July 24	July 31
November 1	Sept 18	Sept 25

✓ 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 with 8,000+
website views per year.

NEW THIS YEAR...

Issue releases will be
text to 150+ MHA
members and beyond!

This newsletter is edited by Rural Route Creations, a division of Dorran Marketing, Inc,
30487 Hwy J • Wentworth, MO 64873 www.ruralroute creations.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.

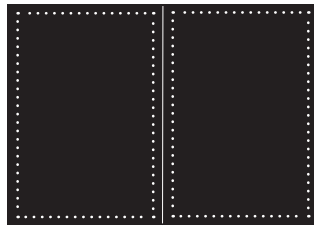
Color Ad Type	Cost Per Issue	4 issue Contract Price
Full page ad	\$350	\$1200
Double Page Spread	\$550	\$1900
Half page ad	\$250	\$800
Quarter page ad	\$200	\$600
Business card ad	(contracted only)	\$225

AD SIZES: (in inches)

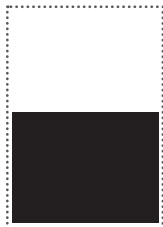
 **BUSINESS CARD AD** W 4.0" H 2.0"



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



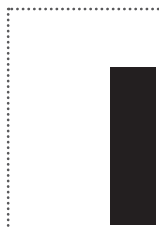
DOUBLE PAGE
W 17" H 11"
Live Area
W 16.25" H 10.75"
Bleed .125



HALF PAGE
W 7.5"
H 4.9375"



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



**QUARTER PAGE
OPTION 2**
W 2.3889"
H 7.75"

PAYMENT:

Payment Methods:

1. Credit Card through online portal
2. 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@ruralroute creations.com
Jocelyn Washam, editor | 417-838-5546 | jocelyn@ruralroute creations.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

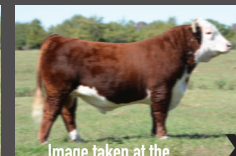


Image taken at the wrong resolution

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.moherefords.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 1, 2025
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 moherefords.org to receive our publication!