2027 MHN Missouri Hereford News

Official Publication of the Missouri Hereford Association

Media Guide



THE MHN Advertising Advantage

TARGETED AUDIENCE
Reach Hereford breeders, commercial cattle producers and agricultural businesses throughout the midwest.

PRINT + DIGITAL EXPOSURE
Our advertisement reaches readers through the printed magazine, online publication and digital distribution.

AFFORDABLE ADVERTISING
Multiple advertising sizes and discounted annual contracts make it easy to fit your marketing budget.

PROFESSIONAL DESIGN
Custom advertisement design is included at no additional charge!



More than an Ad. An Opportunity.

Publication Dates

Issue	Ad Space & Material Deadline	Camera Ready-Ad Submission
March 1	Jan 8	Jan 15
July 1	May 21	May 28
September 1	July 23	July 30
November 1	Sept 17	Sept 24

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.**

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.

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

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.

Content Submission

We welcome newsworthy information and upcoming events! *Please submit results, events, sale results and membership news by email.*

Prime Pages

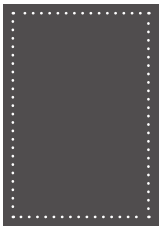
Selling rights to prime pages at the *MO Hereford Banquet November 7, 2026*

Inside Front Cover	Page 1
Center Spread Left	Center Spread Right
Inside Back Cover	Back Cover

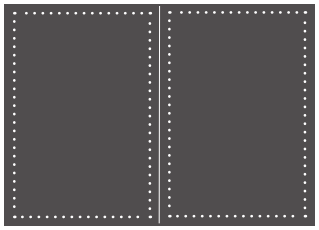
AD SIZES: *(in inches)*



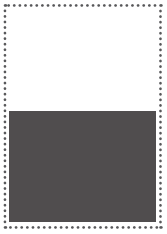
BUSINESS CARD AD W 4.0″ H 2.0″



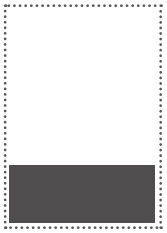
FULL PAGE AD
W 8.5″ H 11″
Live Area
W 8.25″ H 10.75″
Bleed .125



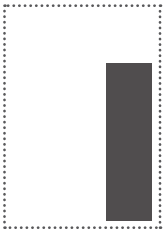
DOUBLE PAGE
W 17″ H 11″
Live Area
W 16.25″ H 10.75″
Bleed .125



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″

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	$1,200
Double Page Spread	$550	$1,900
Half page ad	$250	$800
Quarter page ad	$200	$600
Business card ad	*(contracted only)*	$225

PAYMENT FOR ADVERTISING

1. Credit Card through online portal
2. Mailed check

Invoices for advertising are emailed, unless requested mail delivery. Payment is due within 30 days of invoice receipt.

Online Issue

Each issue is available online at *moherefords.org*, the MHA Facebook page, online eblast and text message sent to members.

Subscribe Now

Submit your mailing address online at *moherefords.org* to receive our publication!



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