



## 2024 JBBA Promotional Ad Information

### Purpose

To create a bound collection of full color advertisements from breeders, businesses, marketing groups and JBBA supporters. This collection will also include the JBBA AI Program nominated bulls and information. Every junior Beefmaster exhibitor showing at Fort Worth Stock Show, San Antonio Livestock Show, Houston Livestock Show, Rio Grande Valley, Dixie National, Oklahoma Youth Expo, and LSU State Livestock Show will receive a branded bag with the bound advertisements and promotional items. The goal is to promote the Beefmaster breed to youth exhibitors, current breeders, ag teachers, and county agents.

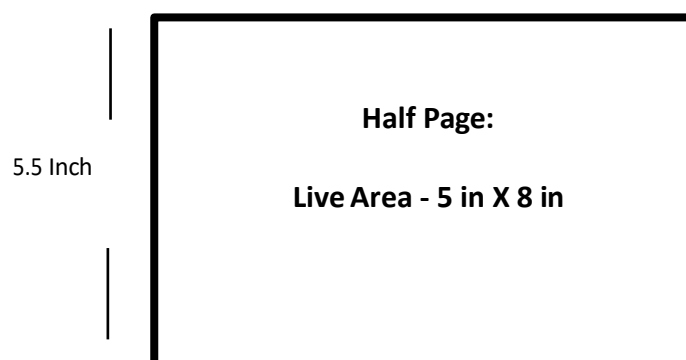
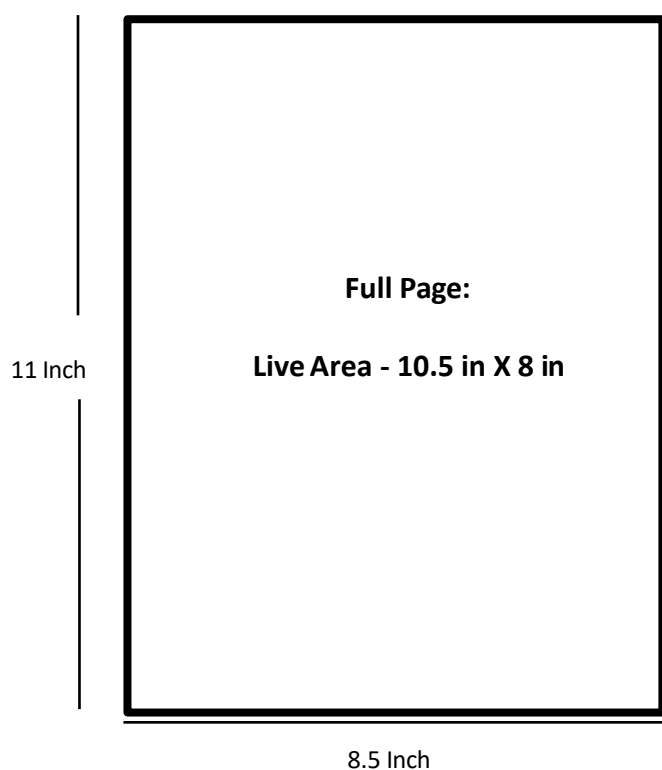
### Cost

Full Page Ad: \$250

½ Page Ad: \$150

Promotional items (stickers, pens, key chains, coupons, etc.) can be added to bag with purchase of an ad at the responsibility of purchaser. 850 bags will be given out.

### Advertisement Dimensions and Submission Requirements



### **Submitting Ad Materials:**

Accepted files:

- Adobe PDF (PDF/X-4:2008 or Press Quality)
- High Resolution JPG, 300 dpi or greater

Please Note:

- PDF files should contain only 4/color process images (CMYK)
- Image Requirements: All images for ads should be color corrected and provided at or above our minimum resolution requirement of 300 dpi. Image files should be CMYK and in .tif, .eps or .jpg file format.

### **Advertising Specifications:**

Full Page

8.5" X 11"      Bleed: 1/4"

Final PDF Size: 8.75" X 11.25"

Half Page

8.5" X 5.5"      Bleed: 1/4"

Final PDF Size: 8.75" X 5.75"

### **Submit Ad Materials to:**

Laurel Kelley

(210) 732-3132      [lkelly@beefmasters.org](mailto:lkelly@beefmasters.org)

**Ad Materials due by November 30, 2023**