

THE

# BEEFMASTER

D I G I T A L M E D I A K I T



# CONNECT WITH TODAY'S CATTLEMEN

Beefmaster Breeders United is proud to offer diverse, high-impact advertising options built to help cattlemen and industry partners reach the right audience at the right time. Explore our digital, social, and podcast placements below to build a marketing plan that works for you.

## WHY ADVERTISE WITH BBU?

**A Targeted Audience That Trusts Our Brand.**

Our platforms reach active seedstock and commercial cattlemen, youth exhibitors, long-time breeders, new BBU members, and agricultural partners across the U.S. and internationally.

### STRATEGIC DIGITAL FOOTPRINT

- High-traffic website
- Strong social media presence
- 5,700+ engaged email subscribers
- Growing Beefmaster Banter podcast audience

### INDUSTRY CREDIBILITY THAT CONVERTS

Advertising through BBU puts your brand in front of cattlemen who are ready to buy, sell, learn, and invest.



# ADVERTISING OPPORTUNITIES

AT A GLANCE

CHOOSE THE PLACEMENTS THAT MATCH  
YOUR MARKETING GOALS.

- **Promote a sale** — Featured Sale Book, Social Posts
- **Build brand visibility** — Homepage Banner, Social Posts
- **Target cattlemen directly** — eBlasts, eNewsletter
- **Add credibility** — Beefmaster Banter Sponsorships
- **Drive attendance** — Facebook Stories & Posts

All placements are first-come, first-served.



# Website ADVERTISING

## Homepage Banner Ad

The highest-visibility digital placement on the BBU website. Perfect for sale catalogs, private treaty offerings, bull development programs, events, and brand awareness campaigns.

**Specs:** 600 x 150 (static or GIF)  
**Average Impressions:** ~8,000 per month  
**Availability:** Reach out for open dates

### Pricing:

- \$3,600/year
- \$400/month
- \$150/week

**PRIMARY WEBSITE VISITORS:** Beefmaster breeders & members, commercial cattlemen, junior exhibitors & families, & industry partners



BBU's website reaches

**43k+**  
*engaged users*

Generating over 111,000 page views per year.

## Featured Sale Books

Showcase your sale book at the exact moment breeders are browsing upcoming BBU events.

**Placement:** Catalog cover featured at top of BBU Events page  
**Average Impressions:** ~650 per week  
**Availability:** 4 spots available

**Pricing:** \$200 per week

**BEEFMASTER BREEDERS UNITED**

STAY CONNECTED! [f](#) [i](#) [v](#)

HOME ABOUT CONVENTION SERVICES B.E.E.F. JUNIORS INTERNATIONAL MEDIA REGISTRY/DIGITAL BEEF UPCOMING EVENTS

### Featured Sale Books

- Legacy & Longevity**  
11A "BEEFMASTER'S 80th" BULL SALE  
November 8, 2025  
[View the Sale Book](#)
- STBBA Extravaganza**  
November 8, 2025  
11A-25 | 10:30 AM  
[View the Sale Book](#)
- The Beefmaster Revolution**  
November 8, 2025  
[View the Sale Book](#)
- Beef on Forage Bull Sale**  
November 8, 2025  
60% OPTING BULL & FEMALE CULL  
[View the Sale Book](#)

### 2026 Sales and Events

10	LIVE OAK BEEFMASTER BREEDERS ASSOCIATION BULL SALE, THREE RIVERS, TEXAS
JANUARY   2026	
17	RIO GRAND VALLEY WINTER CLASSIC BEEFMASTER SALE, STAR COUNTY FAIRGROUNDS
JANUARY   2026	
21-22	J&T FARMS GENETIC SALE
JANUARY   2026	<a href="#">VIEW ONLINE SALE</a>



# EMAIL

# Marketing



## Breeder eBlast

Direct, immediate, and highly effective. Great for sales, donor announcements, catalog releases, and major ranch news.

**Reach:** approx. 6,000 Beefmaster cattlemen

**Average Opens:** ~5,700

**Send Date:** You choose

**Pricing:** \$250 per eBlast

## Monthly Beefmaster Bulletin Ad

Place your message inside BBU's newest communication piece, and appear in the inboxes of thousands of Beefmaster cattlemen.

**Specs:** 300x250 static or animated GIF (2.5 MB max)

**Subscribers:** ~5,700

**Frequency:** Monthly

**Pricing:** \$250

## Featured Sale Book in the Beefmaster Bulletin

Your catalog cover is highlighted within the newsletter and linked to your online catalog or sale page—great for building visibility ahead of your sale and connecting customers directly to your offering.

**Availability:** 3 premium spots per month

**Audience:** ~5,700

**Pricing:** \$150

BBU's email marketing program reaches more than

# 5,500

highly targeted beef industry subscribers per campaign.



# PODCAST

# Advertising

## Beefmaster Banter Podcast Ads

### Podcast Performance:

- 21,000+ all-time downloads/streams
- ~70 downloads per episode
- Audience: cattlemen, breeders, ag youth, industry leaders

21,000+

total downloads since launching in 2022.

## Supporter Shoutout

A short, effective brand alignment placed at the very beginning of each episode.

“This episode is brought to you by...”

Pricing: \$50/month

3,500+

Listens in the past year!

## Feature Sponsor

Our most impactful podcast placement — ideal for service providers, semen companies, ranch programs, and event promotion.

**Placement:** 30-second midroll

**Format:** Host-read script OR client-provided audio clip

**Pricing:** \$250/month



# SOCIAL MEDIA

## Advertising

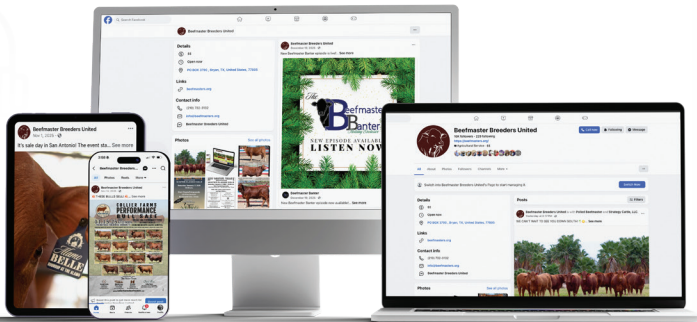


### Facebook Post

**Formats:** 1080x1080, 1200x630, 1080x1350

**Audience:** 16,000+ followers

**Pricing:** \$125



### Facebook Story

**Formats:** 1080x1920

**Audience:** 16,000+ followers

**Pricing:** \$125

Highly visual, fast-moving placements perfect for announcements, reminders, and sale countdowns.

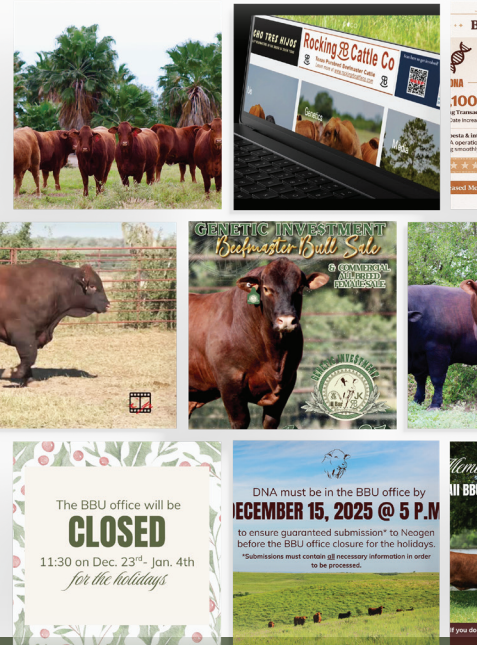
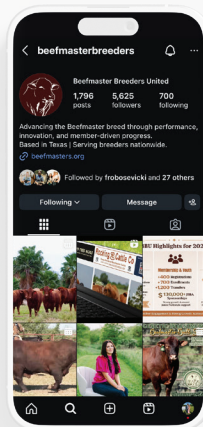


### Instagram Post

**Formats:** 1080x1080, 1080x1350 & 1080x1920

**Audience:** 5,600

**Pricing:** \$125



**75%** of our audience falls between the **25-54** ages of

ensuring that your message delivers directly to the core decision-making demographic in the beef cattle industry.

# WHY BBU DELIVERS

*Results*

Beefmaster Breeders United is more than a media platform — it is the **trusted voice** of the Beefmaster breed. Our audience is highly engaged, brand-loyal, and actively making purchasing decisions throughout the year.

**When you advertise with BBU, you are reaching cattlemen who are already invested in breed improvement, genetics, and long-term herd success.**

## **Our advertisers benefit from:**

- Direct access to verified Beefmaster breeders and buyers
- High engagement across email, social, website, and podcast platforms
- Consistent exposure during peak buying seasons
- A trusted brand that drives confidence and action

***BBU advertising doesn't just create impressions — it creates results.***



# BUNDLE PACKAGES

For maximum impact, BBU offers bundled marketing packages designed to reach cattlemen across multiple platforms. These packages deliver consistent exposure and strong return on investment.



## Sale Promotion Package – \$750

Perfect for bull sales, female sales, and embryo offerings.

### Includes:

- 1 Breeder eBlast
- 2 Social Media Posts
- Featured Sale Book in the *Beefmaster Bulletin*
- Homepage Banner Ad (1 Week)



## Brand Builder Package – \$1,500

Ideal for ranch branding, semen companies, and long-term branding goals.

### Includes:

- Homepage Banner (3 Months)
  - 3 Social Media Posts
  - 1 *Beefmaster Bulletin* Ad
- Podcast Supporter Shoutout



## Premier Partner Package – \$4,000

Maximum visibility across all BBU platforms.

### Includes:

- Homepage Banner (6 Months)
  - 6 Social Media Posts
  - 3 eBlasts
- 3 *Beefmaster Bulletin* Ads
- Podcast Feature Sponsorship
  - Priority Scheduling



## Legacy Partner Package – \$7,500

Our most comprehensive advertising partnership, designed for programs seeking year-round visibility and maximum industry impact.

### Includes:

- Homepage Banner (12 Months)
  - 6 eBlasts
  - 12 Social Media Posts
  - 3 *Beefmaster Bulletin* Ads
- Podcast Feature Sponsorship (12 Months)
- Priority Scheduling & Creative Support
- Annual Marketing Strategy Session

# BBU ADVERTISING SERVICES

*a la carte pricing*

## SERVICE

## PRICE

### Website Advertising

Homepage Banner (Year)	\$3,600
Homepage Banner (Month)	\$400
Homepage Banner (Week)	\$150
Featured Sale Book (Website)	\$200/week

### Email Marketing

Breeder eBlast	\$250
Bulletin Ad	\$250
Bulletin Featured Book	\$150

### Social Media Advertising

Facebook Post	\$125
Facebook Story	\$125
Instagram Post	\$125

### Podcast Advertising (Beefmaster Banter)

Podcast Shoutout	\$50/month
Podcast Feature Sponsor	\$250/month
Rush Fee	\$150

# *Get in Touch*

Ready to Get Started?

*Let's build a marketing plan that works for your program.*

Our team will help you select the right placements, schedule your campaign, and maximize your return on investment.

## ***Contact:***

**Hannah Nixon**

Marketing Director

Email: [hnixon@beefmasters.org](mailto:hnixon@beefmasters.org)

Phone: 210.732.3132 x355

**BBU Media Intern**

Email: [bbu media@beefmasters.org](mailto:bbu_media@beefmasters.org)

Reserve your advertising space early — premium placements fill quickly.

## **Creative Support & Ad Development**

BBU provides professional support to help your advertising look polished, consistent, and effective.

We assist advertisers with:

- Graphic design and ad layout
- Copywriting and messaging
- Image sizing and formatting
  - Campaign scheduling
- Brand alignment guidance

**No in-house design team? No problem. We'll help bring your message to life.**

Pricing may vary - contact us for more information.

**\* Advertising requests must be submitted at least 3 days prior to the preferred release date. Requests submitted within 3 days will incur a \$150 rush fee. \***