

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 / \$600 per month

Date	Event Name
10 JANUARY 2026	LIVE OAK BEEFMASTER BREEDERS ASSOCIATION BULL SALE, THREE RIVERS, TEXAS
17 JANUARY 2026	RIO GRAND VALLEY WINTER CLASSIC BEEFMASTER SALE, STAR COUNTY FAIRGROUNDS
21-22 JANUARY 2026	J&T FARMS GENETIC SALE



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

22,000+
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

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

Spotlight Episode - NEW

Promote your ranch, brand, product, or program through a dedicated episode of Beefmaster Banter and connect directly with the Beefmaster audience through authentic conversation and targeted promotion.

Placement: Full Episode

Pricing: \$1,000 / Episode



SOCIAL MEDIA

Advertising

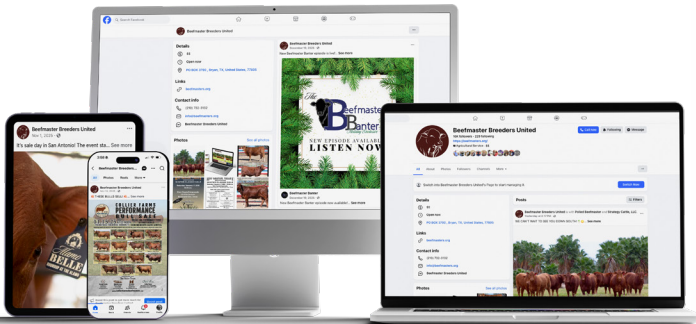


Facebook Post

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.

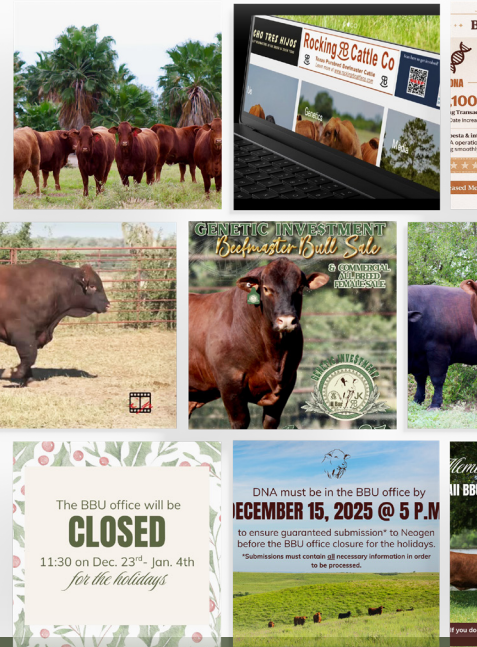
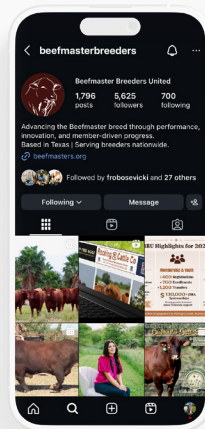


Instagram Post

Formats: 1080x1080, 1080x1350 & 1080x1920

Audience: 5,600

Pricing: \$125



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

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

Precision DIGIT

Reach cattlemen and beef industry decision-makers beyond traditional advertising to reach interested buyers across the country.

Whether promoting a sale, semen offering, production event, or ranch brand, **Precision Digital Advertising** allows your message to stay in front of the right audience at the right time.

GOOGLE DISPLAY ADVERTISING

Target potential customers across websites, apps, and online platforms through visually engaging display ads.

Specifications

Accepted Sizes:

300x250, 300x600, 336x280, 250x250, 240x400

Availability: Anytime

Impressions: Unlimited

Rate: \$250 / 10,000 views from Beefmaster cattlemen

FACEBOOK & INSTAGRAM DISPLAY ADVERTISING

Promote your ranch, sale, or program directly within Facebook and Instagram feeds and stories.

Specifications

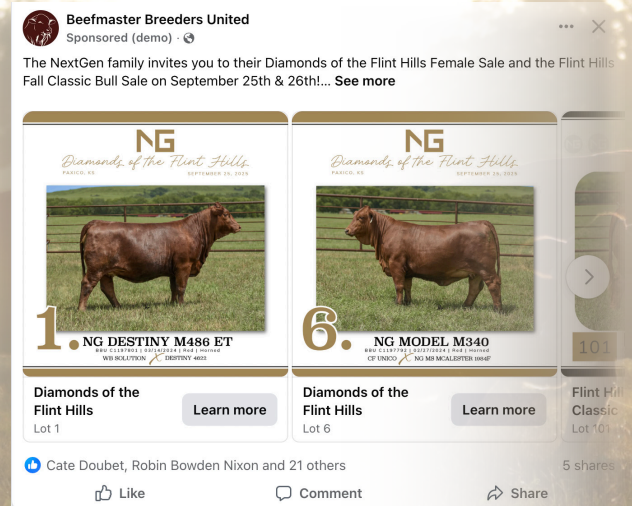
Accepted Sizes:

1200x628, 628x628, 1080x1920, 1080x1080

Availability: Anytime

Impressions: Unlimited

Rate: \$250 / 10,000 views from Beefmaster cattlemen



TAL ADVERTISING

Advertising with strategic digital campaigns designed to keep your brand visible to the web and social media.

FACEBOOK & INSTAGRAM VIDEO ADVERTISING

Capture attention with short-form video promotions designed to maximize engagement and brand awareness.

Specifications

Recommended Size: 1280x720

Recommended Length: :15-:30

4 GB max

MP4 or MOV format

Availability: Anytime

Impressions: Unlimited

Rate: \$550 / 10,000 views from

Beefmaster cattlemen



Why Precision Digital Advertising?

- Reach buyers already interested in Beefmaster genetics
- Extend visibility beyond organic social media reach
- Increase traffic to your website, sale page, or catalog
- Stay top-of-mind leading up to sales and events
- Deliver measurable digital exposure across multiple platforms

For custom campaign recommendations and scheduling, contact the BBU marketing team.

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*
- Featured Sale Book (BBU Calendar - 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
- Featured Sale Book (BBU Calendar - 1 week)



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

For custom package recommendations and scheduling, contact the BBU marketing team.

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 **CUSTOM** marketing plan that works for your program.*

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

Contact:

Hannah Nixon

Marketing Director

Email: 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. ***