

# DON'T FORGET TO ADVERTISE WITH THE NYBPA!

## Bi-Annual Membership Directory

The New York Beef Producers' Association serves the cattle industry in New York and the Northeast. NYBPA sponsors educational programs, field days, cattle sales, beef promotion activities and more. A key project of the NYBPA is the publication of its membership Directory and Handbook. This publication lists all NYBPA members and information about their operations as well as reference information on the beef industry. This is for "2" Years of Advertising

Copies of the new directory will be distributed throughout New York and the Northeast. The 2017-2018 Directory offers you an excellent opportunity to place your farm name or company before a large group of prospective clients. Prime pages are auctioned during the annual banquet held on January 21, 2017.

Advertising rates: Full page (4.5X 7.5) Color.....\$ 300.00  
 Full page (4.5 X 7.5) black/white.....\$ 200.00  
 Half page (4.5 X 3.75) b& w.....\$ 150.00  
 Quarter page (2.25 X 3.75) b& w....\$ 125.00



## The New York Beef Producer- A Bimonthly Newsletter

The NYBPA newsletter offers you the best way to reach the cattle producers of New York State and throughout the northeast. The newsletter, in an 8 1/2" x 11" magazine format, is published six times per year and you can target your advertising for any issue, or submit an ad for the year to keep your cattle or product continually in front of our readers. A **full page color ad is \$225.00**, a **full-page b/w ad for \$125**, a **½ page is \$85**, a **¼ page is only \$55** and a **business card ad can be placed for \$25**. A variety of discounts are offered: 5% discount for payment with copy, 10% discount for 6 consecutive ads, 5% NYBPA member discount.

Publication Dates for the year 2017 are:

January/February	<b>Copy due</b> – December 1	<b>Published</b> – January 1
March/April	February 1	March 1
May/June	April 1	May 1
July/August	June 1	July 1
September/October	August 1	September 1
November/December	October 1	November 1

## Country Folks – Beef Producer Issues

SPONSOR'S OF THE NYBPA	
Your ad can	
	appear here.

We will continue our affiliation with Country Folks and will submit copy for monthly beef issues in 2017. Every attempt will be made to include news and information contributed by members. You can run a sponsor ad with us for only \$30 per issue. Publication dates for 2017 are the second Monday in each month. Copy is due 2 weeks prior to publication.

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