

# DON'T FORGET TO ADVERTISE WITH NYBPA!

## Bi-Annual Membership Directory - 2025 is the NEXT Directory Year

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. We also offer many advertising opportunities for our members and our sponsors in the newsletter, bi-annual directory, junior association calendar, and on the website.

## Advertising Price List for the *New York Beef Producer*

The NYBPA newsletter/magazine, called the *New York Beef Producer*, is a bimonthly magazine that goes out to all adult memberships. It offers the best way to reach the cattle producers of New York State and throughout the northeast. The newsletter, in an 8 ½" x 11" magazine format, is published six times per year. Those looking to advertise can change or modify their advertisement for any issue. Submit an ad for the year to keep your cattle or product continually in front of our readers. A variety of discounts are available. Please see our "Allied Sponsorship Packages Sheet" if you are looking to become a Bronze, Silver, Gold, or Platinum sponsor of NYBPA. Thank you for your support!

### Newsletter Advertising Prices:

**Full Page Color Ad - \$225.00** (ad size: 7 ½" x 10")

**Full Page B/W Ad - \$125** (ad size: 7 ½" x 10")

**Half Page B/W Ad - \$85** (ad size: 7 ½" x 4 7/8" OR Vertical – 10" x 3 5/8")

**Quarter Page B/W - \$55** (ad size: 4 7/8" x 3 5/8")

**Business Card Ad B/W - \$25** (ad size: 2 ½" x 1 ¾")

### Discounts available:

- 5% discount for payment with advertisement copy,
- 10% discount for 6 consecutive ads
- 5% NYBPA member discount

### Issues & Publication Dates

**January/February**  
**March/April**  
**May/June**  
**July/August**  
**September/October**  
**November/December**

Ads Due – December 1<sup>st</sup>  
February 1<sup>st</sup>  
April 1<sup>st</sup>  
June 1<sup>st</sup>  
August 1<sup>st</sup>  
October 1<sup>st</sup>

Published – January 1<sup>st</sup>  
March 1<sup>st</sup>  
May 1<sup>st</sup>  
July 1<sup>st</sup>  
September 1<sup>st</sup>  
November 1<sup>st</sup>

Contact: [nybeef@nybpa.org](mailto:nybeef@nybpa.org)

\*Please note this is a new email for NYBPA\*