

OREGON CATTLEMAN

2026 MEDIA KIT



**Oregon
Cattlemen's
Association**

Voice of the Cattle Industry Since 1913

The Oregon Cattlemen's Association (OCA) has been a voice for the Oregon Cattle industry since 1913. Today, OCA represents grassroots members and over 1.2 million cattle disbursed in every county of Oregon. OCA is rich in tradition, and the ranching community. We strive to achieve the best outcomes on behalf of cattle producers, and their affiliates. **To learn more go to www.oregancattle.com or call us at 503-361-8941**

OCA MAGAZINE RATE CARD

Magazine Advertising Rates 2025

	Non-Member	OCA Member
2 Page Full Spread	\$2,050	\$1,680
Back Cover	\$1,320	\$1,150
Inside Front/Back	\$1,280	\$1,110
First/Last Page	\$1,150	\$1,000
Full Page	\$1,032	\$900
2/3 Page	\$850	\$750
1/2 Page	\$780	\$690
1/4 Page	\$500	\$440
1/6 Page	\$430	\$380
Business Card	\$155	\$120
Classified	\$85	\$65

Ad Sizes (Inches)

Size	Width	Height
2 Page Full Spread Bleed Size	16.625	11.125
2 Page Full Spread Trim Size	16.50	11
Full Page Bleed Size	8.375	11.125
Full Page Trim Size	8.25	11
2/3 Page Vertical	4.75	9.75
1/2 Page Vertical	4.75	7.5
1/2 Page Horizontal	7.5	4.75
1/4 Page	3.625	4.75
1/6 Page	4.75	2.375
Business Card	3.5	2.0
Classified	2.0	2.0

Oregon Cattleman Magazine

Published 10 times per year with a circulation of 2,000. Distributed to the OCA members partnering auction yards, and businesses across the state.

Readers enjoy information about OCA business, industry issues, legislative and national policy updates, land and cattle research updates and more!

This is a great way to reach your target audience!



OCA Membership Dues

Producer (50+) 51 or more Head of Cattle	\$200.00	Associate Council Members are invited to be event sponsors and exhibitors at all OCA events throughout the year.
Producer (50-) 50 or less Head of Cattle	\$100.00	
Stocker/Feeder	\$500.00	Become a member today and receive all the benefits of OCA membership at www.orcattle.com
Associate Council	\$150.00	

AD DUE DATES

Jan	Dec 12
Feb	Jan 9
Mar	Feb 13
Apr/May	April 15
June	May 15
July/Aug	July 15
Sept	Aug 14
Oct	Sept 15
Nov	Oct 15
Dec	Nov 13

Advertiser Discounts

New Advertisers (must reserve 3 issues)	20%
Reserve 3 issues	10%
Reserve 6 issues	15%
Reserve 10 issues	20%

**Discounts apply to OCA member rates.*

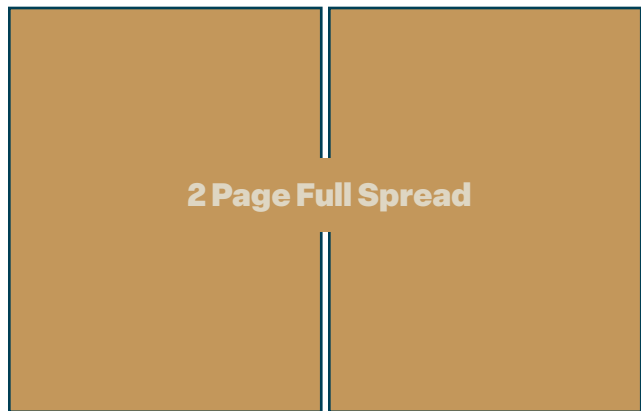
Reserve Your Ad Space Today!

Contact: **Debbie Coffman**
debbie.coffman@bendbulletin.com
541-383-0384

MAGAZINE AD SPECIFICATIONS

2 Page Full Spread

2 Page Full | Full Bleed Size - 16.625" x 11.125"
Spread Trim Size - 16.5" x 11"



Full Page

Inside Cover | Back of Front Page | Back Page Inside | Back Page

Full Bleed Size - 8.375" x 11.125"
Trim Size - 8.25" x 11"

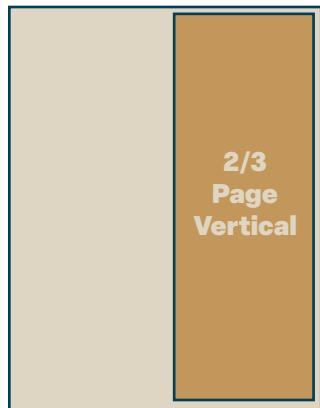


ART SPECIFICATIONS

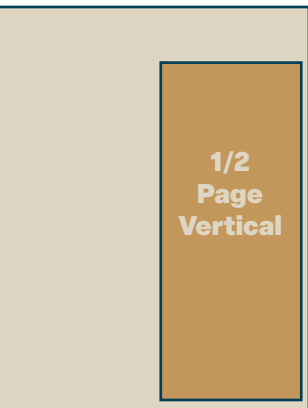
Send Camera-Ready Art:
High Resolution PDF's with bleed marks. Keep all text 1/2" from the edge for the best print quality.

Send to:
debbie.coffman@bendbulletin.com

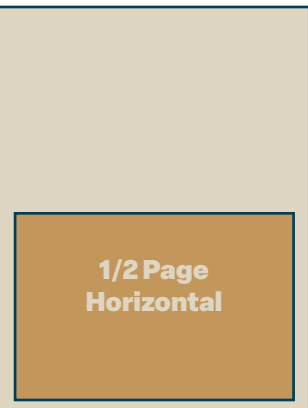
2/3 Page Vertical
4.75" x 9.75"



1/2 Page Vertical
4.75" x 7.5"



1/2 Page Horizontal
7.5" x 4.75"



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Nov	October 15
Dec	November 14

E-Newsletter Sponsor

Weekly E-Newsletter Display Banner

A personalized Newsletter is sent weekly to all current OCA Members. The message will also be available on the App.

Includes banner Ad with an embedded URL.

Banner Ad Size - 400px X 200px

\$650/mo