PACWEST Showman

# 2027 MEDIA GUIDE

Advertising & Sponsorship Opportunities

**Reach livestock exhibitors, families, breeders and industry buyers throughout the year - not just during show season.**

## A YEAR-ROUND LIVESTOCK MEDIA PLATFORM

PacWestShowman.com connects the western livestock show community through show schedules, website content, a searchable directory, monthly digital magazine, email and social media.

**9,000+**
MONTHLY WEBSITE VISITORS

**12,000+**
DIGITAL MAGAZINE SUBSCRIBERS

**20,000+**
SOCIAL MEDIA FOLLOWERS

**300+**
AVERAGE DAILY WEBSITE VISITORS

**OREGON | WASHINGTON | IDAHO | CALIFORNIA | MONTANA | WYOMING**

# DIGITAL MAGAZINE

12 monthly issues | Published on the 15th

## Advertising rates

Choose one issue or commit to all 12 and save 20% per issue.

| AD SIZE | SINGLE ISSUE | 12x / ISSUE | 12-ISSUE TOTAL |
|---|---|---|---|
| Quarter Page | $50 | $40 | $480 |
| Half Page | $100 | $80 | $960 |
| Full Page | $150 | $120 | $1,440 |

**SAVE 20% WITH A 12-ISSUE COMMITMENT**

Example: Full-page advertising is $150 for one issue, or $120 per issue for 12 issues ($1,440 total).

## Publication schedule

**Artwork due: 12th of every month**

**Published: 15th of every month**

## Advertising specifications

| PLACEMENT | DIMENSIONS | 300 DPI PIXELS |
|---|---|---|
| Quarter Page | 4.25 x 5.5 in | 1275 x 1650 |
| Half Page - horizontal | 8.5 x 5.5 in | 2550 x 1650 |
| Half Page - vertical | 4.25 x 11 in | 1275 x 3300 |
| Full Page | 8.5 x 11 in | 2550 x 3300 |

Horizontal is the default half-page orientation; vertical is available on request. The digital magazine is available online to readers at no charge.

# ANNUAL SPONSORSHIPS

Year-round visibility plus exclusive paid-in-full advertising bonuses

## PLATINUM SPONSOR — $2,000 | 3 positions

· Homepage + Series page logo/link; featured website post and homepage link.
· One PacWest Showman Directory listing.
· 12 full-page digital magazine advertisements.
· First opportunity to renew the position.

**PAID-IN-FULL BONUS: 4 dedicated social posts + 2 email blasts**

**$235/month x 12 = $2,820 total**

Automatic billing required for monthly payments.

## GOLD SPONSOR — $1,000 | 3 positions

· Prominent logo/link on Sales, Clinics or News; one position per tab.
· One PacWest Showman Directory listing.
· 12 half-page digital magazine advertisements.
· First opportunity to renew the position.

**PAID-IN-FULL BONUS: 2 dedicated social posts + 1 email blast**

**$135/month x 12 = $1,620 total**

Automatic billing required for monthly payments.

## SILVER SPONSOR — $500 | 6 positions

· Logo/link on Sales or Clinics; three positions on each page.
· One PacWest Showman Directory listing.
· 12 quarter-page digital magazine advertisements.
· First opportunity to renew the position.

**PAID-IN-FULL BONUS: 1 dedicated social media post**

**$70/month x 12 = $840 total**

Automatic billing required for monthly payments.

**Complimentary social posts and email blasts are included ONLY with annual paid-in-full sponsorships.**

Monthly-plan sponsors receive the core website, directory and magazine benefits shown above.

# MORE WAYS TO ADVERTISE

State, award and individual advertising opportunities

## STATE SPONSOR — $250

**6 exclusive positions - one per state show page**

- Logo and direct link on the selected state show page.
- Recognition in applicable state coverage.
- One PacWest Showman Directory listing.
- One dedicated email blast included only when paid in full.
- First opportunity to renew.

**MONTHLY OPTION: $25/month x 12 = $300 | Automatic billing required; no email blast.**

## AWARD SPONSOR — $150

**No sponsorship limit**

- Logo and recognition associated with sponsored awards.
- Website listing on the Sales page or in the PacWest Showman Directory.
- Recognition when applicable awards are announced or promoted.
- One dedicated email blast included only when paid in full.

**MONTHLY OPTION: $15/month x 12 = $180 | Automatic billing required; no email blast.**

## Directory & individual advertising

| ADVERTISING OPPORTUNITY | 2027 RATE |
|---|---|
| PacWest Showman Directory listing | $100/year or $10/month |
| Livestock Sale Listing | $25 per listing |
| Clinic Listing | $50 per listing |
| Dedicated Social Media Post | $25 per post |
| Dedicated Email Blast | $100 per blast |

The PacWest Showman Directory connects breeders, livestock businesses and industry services with the show community. Monthly directory payments require automatic billing.

# PLAN YOUR 2027 CAMPAIGN

Make your brand part of the western livestock show community

## Sponsorship availability

| SPONSORSHIP | AVAILABLE POSITIONS |
|---|---|
| Platinum | 3 total |
| Gold | 3 total - one each on Sales, Clinics and News |
| Silver | 6 total - three Sales and three Clinics |
| State | 6 total - one per state show page |
| Award | No limit |

## Advertising & sponsorship policies

- Annual magazine ads apply to their scheduled monthly issue and do not roll over.
- Magazine artwork is due by the 12th for publication on the 15th.
- Dedicated email blasts and social posts are separate unless included in the package or agreement.
- The State and Award Sponsor email blast is included only with paid-in-full annual sponsorship.
- Monthly payment options require automatic billing and cost more in total than paying in full.
- Existing annual sponsors receive the first opportunity to renew before positions open to others.

## LET'S BUILD YOUR ADVERTISING PLAN

From a single listing to a year-round sponsorship, PacWest Showman offers flexible ways to connect with exhibitors, families and livestock businesses.

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