



# **Limousin Today - Profit Tomorrow**

Limousin cattle deliver to your bottom line. With superior genetics, a simple crossbreeding plan and state-of-the-art selection tools, the Limousin breed will serve profit-minded cow/calf producers. In today's competitive markets, taking advantage of all available opportunities is key. The Limousin breed offers a variety of options from Fullblood to Purebred to the Lim-Flex® hybrid (Limousin x Angus cross) to match your program's needs and market goals. Crossbreeding for the right blend of muscle, maternal ability and profit is easy with Limousin seedstock.

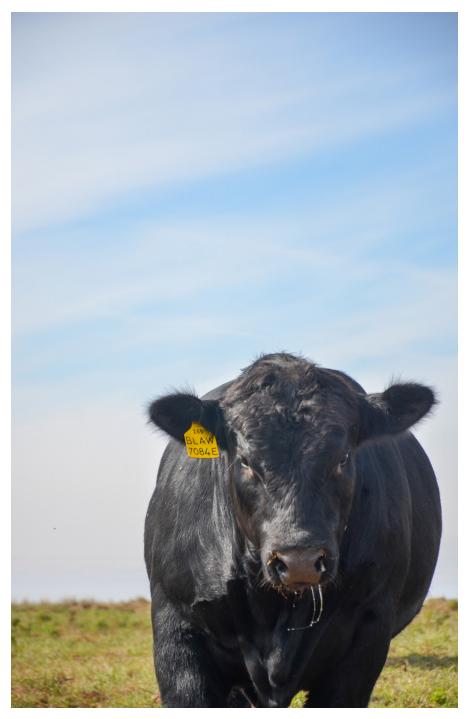
Maternal Efficiency: Calving ease and calf vigor are traits upon which the Limousin breed was founded on in this country. Relative to growth, the Limousin breed remains a calving ease leader. Limousin influenced females are unsurpassed in terms of stayability and lifetime maternal productivity.



**Feed Efficiency:** The Limousin breed's advantages in feed conversion comes as a result of superior levels of lean, dressed carcass weight and retail yield. Limousin and Lim-Flex genetics will hit your targets.

Limousin Media offers professional print, digital, and design services to assist NALF members and state associations in BRANDING and PROMOTING their Limousin and Lim-Flex® programs.

Mallory Blunier
NALF Director of Media & Activities



## **Our Audience**

Digital
18.5K

NALF.org **Pageviews**  5K

**Email** Subscribers

Social 4.5K

Facebook **Followers** 

850

Instagram **Followers** 



# **Design Services**



## **Print & Digital Advertisements**

- Full, half & quarter page ads
- Black & white and 4-colors options
- Ads will be delivered in a PDF and JPEG format
- Ad copy due 1 week in advance
- \$85.00 per ad design





## **Sale Catalogs**

Need a sale catalog that catches the eyes of potential buyers and stands out? Leave it to the professionals of NALF media.

- Catalog will be delivered as a PDF
- NALF media will work with you on deadines and delivery date
- \$65.00 per page

## **Other Services**





## **Photography**

NEW! We are now offering photography sessions and photography retouching.

Our professionals put a personal touch into every design and sessions and strive to get to know you and your operation so that we can offer you the best services.

- Bundle with a catalog design and save
- \$40.00 per head + travel expenses

## **Social Media Management**

With years of experience of social media marketing, our NALF media staff will help your operation reach full potential with enhancing your presence on all social media outlets.

The cost will vary on the client and what they expect from the management.



# **Limousin Digital Advertising**

### **NALF.org Commercial**

The homepage commercials catch the attention of potential buyers and give you, as the breeder, the authenticity potential customers are looking for. Sold on a first come, first served basis by monthly pricing. Contact NALF media for pricing and availability.

#### **Specifications (mp4 or via link)**

- 1. Files must be sent in an .mp4 format or via Vimeo link.
- 2. Commercial must be sent at least 2 business days prior to start date.

### **Email Blasts**

The NALF email blast service only offered to corporate advertisers. Users have reported an excellent response rate leading to more inquiries and, ultimately, more sales.

### Specifications (.jpeg, .gif, or .png)

- 1. Unlimited email blasts per day.
- 2. Corporate rate is \$250 per email blast.

- 3. Artwork must be sent to NALF at least 1 business days prior to start date. Or if NALF staff is designing the email blasts, copy must be received at least 3 business days before scheduled date.
- 4. Artwork may not exceed 5 MB and will be displayed at a maximum of 612 pixels wide.

### Limousin Latest E-Newsletter Banner Ad

The NALF E-Partners is a weekly enewsletter from the North American Limousin Foundation for members and stakeholders.

#### Specifications (500 x 82 pixels)

- 1. Unlimited positions available per enewsletter.
- 2. Corporate rate is \$100 per banner.
- 3. Files must be .jpeq, .gif, or .pnq.
- 4. Artwork must be sent to NALF at least 2 business days prior to start date.

Email digital artwork/video to LimousinMedia@gmail.com



# **NALF.org Stats**

18.5K +
Average Pageviews
Monthly

1:43
Average Time on a
Page

**8K**Visitors Monthly

6K
Average Plays
on Homepage
Commercial
Monthly

**7K**Banner Ad Views
Monthly

Views on Tablet or Mobile