

Media Kit



**North American
Limousin Foundation**

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.



A handwritten signature in black ink that reads 'Mallory'.

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

Genetics,
vice . . .



SSTO Round Robin 3085A



CELL 5065C

mark HerdSire's



Alter Ego

owned with Counsil Family Limousin
sired semen available,
contact owners today!

PRIDE IN OFFERING YOU THE Best GENETICS.
the BEST RELATIONSHIP IN THE BUSINESS.

12500 HWY. 279
BROWNWOOD, TEXAS 76801
WWW.DAVISLIMOUSIN.COM

BLAIR DAVIS
325.998.6296
BLAIR@DAVISLIMOUSIN.COM

A Bright Future

We're proud our bulls have earned the
reputation as the cattlemen's kind.



SYES Encore 315E

Black - Homozygous Polled - Purebred
CED: 21 BW: -0.8 WW: 79 YW: 121 MK: 16 CEM: 12
SC: 0.55 Doc: 12 YG: -0.92 CW: 9
REA: 1.50 MB: -0.5 FT: -0.18 \$MTI: 43.28

This LFLC Checking Account son combines calving
ease with a weaning weight EPD in the top 4% of the
breed, a yearling weight EPD in the top 4% and ribeye
EPD in the top 3%.

**Semen is available for \$40 from both
Grassroots Genetics or LIM Gene.**

Our thanks to Danny Bond of Pavilion, WY for
purchasing the high selling bull in our sale
this year.

Look for our bulls in the yards at the
2020 National Western Stock Show in Denver.



1738 Boone Rd. • Boone, Colorado 81025
fillmoreranch@hotmail.com • www.fillmoreranch.com
Larry & Elsie Fillmore (719) 947-3464
Brent, Angie, Lindy & Jaxon Fillmore (719) 947-4132



SYES Easy Going 77E

Black - Homozygous Polled - Purebred
CED: 14 BW: 0.5 WW: 68 YW: 111 MK: 18 CEM: 7
SC: 1.20 Doc: 18 YG: -0.76 CW: 19
REA: 1.32 MB: -0.43 FT: -0.15 \$MTI: 41.44

SYES Easy Going 77E is an easy fleshing and curve
bending sire. This COLE Businessman son ranks in the
top 30% for 11 different traits. He stood up well to our
harsher environment and his first calves on the ground
look like they will back up his elite EPD profile.

Between *Encore* and *Easy Going*, the
60 calves on the ground from first calf
heifers look promising for a
bright future.

**18th Annual Bull Sale
April 11, 2020 - La Junta, CO**

ENJOY YOUR MORNING COFFEE...
And let us design your ads

MALLORY BLUNIER • LIMOUSINMEDIA@GMAIL.COM



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 deadlines 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 is 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 day 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 newsletter from the North American Limousin Foundation for members and stakeholders.

Specifications (500 x 82 pixels)

1. Unlimited positions available per newsletter.
2. Corporate rate is \$100 per banner.
3. Files must be .jpeg, .gif, or .png.
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

51%
Views on Tablet or
Mobile