

DIGITAL MEDIA



www.NCBA.org



Reach your target audience and elevate your customer base through NCBA's website and digital media outlets. NCBA's membership is interested in the information you have to share, so your media buy/package can be leveraged by including our social media marketing. Improve your brand presence and marketing message through our website as well as Facebook, Twitter posts and more.

NCBA.org

- 58,650 page views per month
- 24,984 unique visitors per month
- 48,180 banner ad impressions/month

Social Media

- Facebook (NCBA): 105,361 likes
- Facebook (C2C): 15,041 likes
- Twitter: 22,197 followers

Ad Rates/Format

NCBA.org

Home Page – Tile Ads

- Three-month Placement \$1,500
- Six-month Placement \$2,500
- Twelve-month Placement \$4,800

Internal Page – Banner Ads

- Three-month Placement \$1,200
- Six-month Placement \$2,000
- Twelve-month Placement \$3,800

Social Media

Standard Package

- Four Facebook & Four Twitter Posts \$3,000

Customized Package

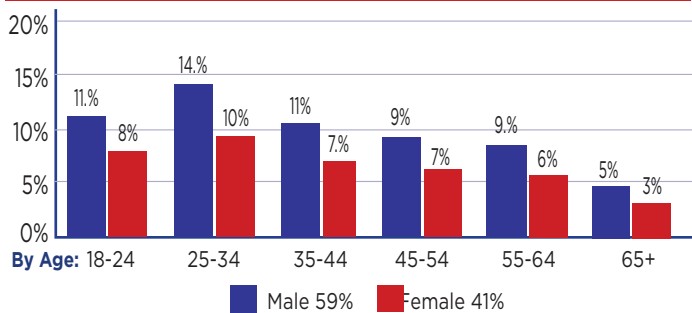
Contact us to build a package that contains additional opportunities such as Twitter Chat, Instagram Story, or a Snapchat takeover to highlight your products/services.

Tile Ads: 300 x 250 pixels* • Banner Ads: 320 x 50 pixels*

*Accepted files: JPG, GIF, Flash/SWF

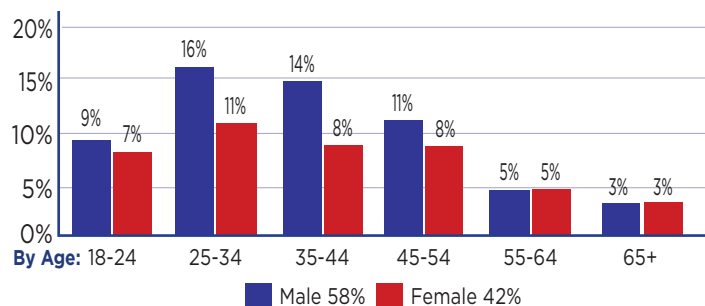
Digital Media Demographics

NCBA.org Pageviews as of May 2018



43%
of Twitter followers have a household income of \$100,000 or greater. 58% of users are male and 42% are female

Cattlemen to Cattlemen Fans as of May 2018



Facebook Fans as of May 2018

