

R-CALF USA

Media Kit

R-CALF USA

Fighting for the Independent U.S. Cattle Producer!



ABOUT US

Fighting for the U.S. Independent Cattle Producer

Ranchers-Cattlemen Action Legal Fund United Stockgrowers of America is the largest producer-only membership-based organization that exclusively represents U.S. cattle and sheep producers on domestic and international trade and marketing issues. R-CALF USA, a national non-profit organization, is dedicated to ensuring the continued profitability and viability of the U.S. cattle industry. R-CALF USA's membership consists primarily of cow-calf producers, cattle backgrounders, and feeders. Its members are located in 42 states and the organization has many local and state association affiliates, from both cattle and farm organizations, along with various main street businesses as associate members of R-CALF USA.

SINCE
1998

BASED IN
Billings, MT

~5,000
MEMBERS

42
STATES

20+
STATE AFFILIATES

13
BOARD MEMBERS

Thank YOU for your interest in R-CALF USA. As a true grassroots organization our success is based on voices from across the nation, just like yours. At R-CALF USA we value courage, standing strong, and the beauty of family and country. Over the last two decades, R-CALF USA has defended American ranchers against impending threats to the U.S. livestock industries. We take pride in representing some of the best America has to offer, we believe the American rancher produces the highest quality product in the world and they deserve a fighting chance. We are thankful for your support and hope we are able to continue a relationship with your company.

-R-CALF USA

CONTACT US

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(406) 252-2516
r-calfusa@r-calfusa.com

Bill Bullard CEO (Press Contact)
Jaiden Moreland Marketing Director
Candace Bullard Operations Director
Carrie Walling Office Manager

WHO WE REACH

R-CALF USA is truly a grassroots organization. Our primary audiences include R-CALF USA's thousands of cattle-owning members, hundreds of associate members, local and state affiliates, state and federal legislators, and prospective members.

Other audiences include R-CALF USA sponsors, consumers, sale barns around the country, and members of the cattle and sheep industries.



R-CALF USA | @rcalfusa | @rcalfusa | R-CALF USA | @rcalfusa | R-CALF USA

~56,000 total followers

Additional information regarding individual platform reach available.

-The R-CALF USA Round Up Podcast
-R-CALF USA Weekly Address

Triannual Magazine

REACH PER MONTH across all platforms **~1,000,000**

DEMOGRAPHICS

72%

3% 18-24
15% 25-34
20% 35-44
20% 45-54
23% 55-64
18% 65+

28%

R-CALF USA ANNUAL CONVENTION AND TRADE SHOW

June 16-18, 2026 Rapid City, S.D.

THE R-CALF USA ROUND UP PODCAST

The R-CALF USA Round Up podcast is published monthly on five platforms. The podcast has a variety of guests from ranchers to economists and everything in between. Reaching thousands of viewers and growing each week, this platform is a fantastic way to gain exposure all over the country from a wide range of listeners. All options include logo displayed on episode promotion and link to website in description/caption.

One episode options:	Four episode packages:
30 seconds $50	30 seconds $175
60 seconds $75	60 seconds $275
90 seconds $100	90 seconds $375

R-CALF USA'S WEEKLY ADDRESS

with Bill Bullard

Published weekly, R-CALF USA CEO Bill Bullard gives a five minute weekly address covering cattle industry issues and reforms. These episodes are heard across the country and viewed on all R-CALF USA social media platforms particularly Facebook and YouTube. Sponsorship includes a logo displayed on the video, a shoutout, and brief description and link in the caption.

One episode option:	Four episode package:
$20	$70

TRUE Grit

Advertising Information

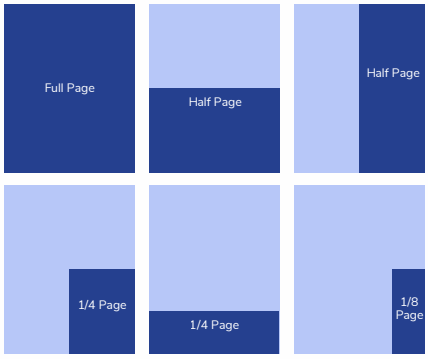
R-CALF USA is a national, non-profit organization, dedicated to ensuring the continued profitability and viability of the U.S. cattle industry. We represent the collective voice of U.S. cattle and sheep producers, in domestic and international trade and marketing issues.

In-Mailbox Dates: August/September, November/December, March/April
Circulation per issue: 4,000
Reach per issue: Potentially more than 12,000
Primary Audience: R-CALF USA's thousands of cattle-owning members, hundreds of associate members, local and state affiliates, state and federal legislators, and prospective members
Secondary Audience: R-CALF USA sponsors, consumers, sale barns around the country, and members of the cattle and sheep industries

ADVERTISING OPTIONS

True Grit by R-CALF USA offers a variety of advertising options. Choose from one of the ad sizes listed below. The advertisement will appear in one issue of *True Grit*.

- Eighth Page | Vertical 2.5 in. X 5 in. | $50
- Quarter Page | Vertical 3.8 in. x 5 in. | $125
- Quarter Page | Horizontal 7.75 in. X 2.5 in | $125
- Half Page | Horizontal: 7.5 in. x 5 in. | $250
- Half Page | Vertical: 3.8 in. x 10 in. | $250
- Full Page (full bleed) | 8.275 in. x 10.5 in. | $500
- Premium | *Back Cover (full bleed) | 8.275 in. x 10.5 | $550



True Grit by R-CALF USA also offers a 3 issue advertising package with priority ad placement included in the package. Choose from one of the ad sizes listed below. The advertisement will appear in 3 issues of *True Grit*.

- Eighth Page | Vertical 2.5 in. X 5 in. | $135
- Quarter Page | Vertical 3.8 in. x 5 in. | $350
- Quarter Page | Horizontal 7.75 in. X 2.5 in | $350
- Half Page | Horizontal: 7.5 in. x 5 in. | $675
- Half Page | Vertical: 3.8 in. x 10 in. | $675
- Full Page (full bleed) | 8.275 in. x 10.5 in. | $1,350
- Premium | *Back Cover (full bleed) | 8.275 in. x 10.5 | $1,485

Classified ads are included as a perk of R-CALF USA membership. Nonmember classified ads are available at a rate of two lines for $30.

MAGAZINE SUBMISSION REQUIREMENTS

All camera-ready advertisements should be CMYK 300 ppi and saved as a PDF file with crop and bleed marks. Your final ad MUST fit the dimensions for each ad size. For a full-sized ad, the ad MUST include an area for a 1/8 inch (.125″) bleed.

Design services for advertisements placed in True Grit by R-CALF USA are available for an additional $50.

Advertisement Submission Deadlines
August/September: August 1
November/December: November 1
March/April: March 1
**all deadlines subject to change*

INFORMATION

Name: _____

Business/Ranch Name: _____

Business Address/Mailing Address: _____

City: _____ State: _____ Zip: _____

Primary Phone: _____ Cell Phone: _____

Business Website: _____ Primary E-mail: _____

PAYMENT OPTIONS

Please list total: _____

Pay via Credit Card

Card Number:_____

Name on Card:_____

Expiration:_____ Security (3 digit # on back): _____

Signature:_____

Pay by Check
Please make all checks payable to R-CALF USA.
Mail checks to:
R-CALF USA, PO Box 30715, Billings, MT 59107

**R-CALF USA members receive an additional 10% off magazine advertising purchases.*
**R-CALF USA members receive free classified ads.*

Questions about advertising or sponsoring with R-CALF USA?
Please contact Jaiden Moreland jaidenmoreland@r-calfusa.com or (832) 922-1002