

Red Angus Association of America
American Rancher
Producer Advertising Contract

Red Angus Association of America will provide the following:

- One (1) thirty-second (:30) commercial highlighting a Red Angus operation to be aired three (3) times in conjunction with the September 2016 Red Angus Association of America's American Rancher episode.
- Superior Livestock Production will develop the advertisement spot with final approval by the producer.

The advertiser will provide the following:

- Five (5) to seven (7) high-quality, high resolution photos that highlight a producer's operation, sale date, cattle, etc.
- If a current Superior Livestock Productions, Inc. customer, current, on-file B roll can be used.
- All pertinent details, logos and information to be used in the ad.

Advertising will be limited to eight (8) commercials per episode. Spots will be reserved on a first come, first served basis.

Advertising requests must be made to Beth Gaines, RAAA Communications Coordinator, no later than December 9, 2016.

All requests and materials should be sent to beth@redangus.org.

By signing this agreement, you agree to pay the Red Angus Association of America, \$1500, which includes ad development and airtime.

Payment is due December 15, 2016.

Advertiser

Red Angus Association of America Representative

Date