

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 January 2017 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. 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 12, 2016.

All requests and materials should be sent to [beth@redangus.org](mailto: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 16, 2016.

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Advertiser

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Red Angus Association of America Representative

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Date