

## ***The Ledger* Directory Options**

### **From the Publisher to the AAA Ledger Committee**

**March 28, 2019**

The *Ledger* publisher (BluePrint Media) has investigated the costs into producing a member/breeder directory issue of *The Ledger* in the summer of 2019 at the request of the AAA Ledger Committee. Below are several options for consideration.

This member/breeder directory is intended as a promotion vehicle for all members of the American Aberdeen Association (AAA) and the Aberdeen breed. As such, it would contain unique editorial about the Aberdeen breed and its positive attributes contributing to the cattle industry. It is also suggested that the directory contain information about membership in the AAA, the services offered by the AAA, the advantages to belonging to the AAA and registering Aberdeen cattle. Basically, it is a complete, all-purpose publication to promote the AAA, Aberdeen cattle and AAA members / breeders.

This directory issue would be distributed / mailed in summer 2019 to the current AAA member list, but at the rate of only one per address, as is current AAA *Ledger* policy. It would also be mailed to the bull and heifer buyers list supplied by the AAA and the Influencer list supplied by the publisher. Several additional copies will be printed and kept by the AAA office for use at promotional events throughout the year at AAA sponsored events, trade shows and cattlemen's meetings. The AAA would also mail it to any inquires throughout the year, allowing member information to be consistently pushed out to interested parties.

This directory would contain a listing of all regular members of the AAA (approximately 1,500 individuals/ranches) but would not contain the AAA Jr. members. Members would be listed alphabetically by state and information could contain any/all of the following: ranch name, owner name, address, town, state, zip code, email, phone number(s) and website. This information would come directly from the AAA database and accuracy of this information is the responsibility of the AAA, although the publisher will edit, proof and correct any found errors. The directory pages will be published in black only, not color, in order to reduce costs, but the rest of the publication will be a mix of color and black only.

The estimated 30-page directory would be positioned in the center of the issue, so no advertising would be available in the center spread or in the directory pages. However, the surrounding pages, estimated at 34 or more pages, would contain a mix of editorial and paid advertisements, sold by rep Dean Pike. Advertising is included in order to provide additional promotion opportunities to breeders, but also to offset the cost of production of this issue. If sold advertising is less than estimated in the options below, costs will increase across the board.

In all options below, the AAA could have 1 – 3 pages of “house” ads at no charge that would not be considered part of the sold ad percentage, thereby effectively giving the AAA direct promotion/advertising space in exchange for offsetting the cost of producing this issue.

The AAA currently receives 75 copies of each issue of *The Ledger* and Dean receives 25 issues, at an estimated cost of production of \$2.00 each. While these overs are standard, are a result of the publishing agreement and are not a direct cost to the AAA, reducing these to an estimated 20 copies total for the remaining three issues, would result in increased savings on the remaining issues. BluePrint would be willing to rework the publishing agreement with the AAA to offset the reduced numbers of overs sent to the AAA and Dean.

If cost is the main consideration, the AAA could also consider only mailing the directory issue to the bull and heifer buyer list, the influencer list and the NCBA Top 25 list, thereby reducing that per issue expense of approximately \$1,400 for the remaining three issues.

All scenarios and options below result in the publisher breaking even on this issue. There is no income over expense that will be gained by the publisher in any option. All amounts below are **estimates only**. Actual costs will be determined after publication is produced.

#### **Option 1:**

Produce the directory issue of *The Ledger* under the usual and customary publication process, but with the adjustments and assumptions listed below. Estimated cost to the AAA would be between \$2,890 and \$4,280.

- Publisher’s time for producing the 30 or so directory pages would be less than what is customary for normal editorial or ad pages. Estimated costs above take this into consideration.
- Ad/editorial ratio for the non-directory pages would be targeted at 60%/40%. This would allow for approximately 15 pages of editorial, including cover and TOC.
- Ad rates would remain the same as they currently are.
- AAA would pay the standard amount of \$2.00 per address for the issue to be sent to the AAA bull and heifer buyer list as well as the Influencer and NCBA Top 25 list.
- 1,000 extra copies would be printed and shipped to the AAA office for their use and distribution throughout the year.
- Total ad pages is estimated at 20-23 pages, all at current rates. Frequency rates are also in effect, as are contracted positions.
- Total page count of the issue is estimated at 64-68 pages.
- Because the directory will remain at approximately 30 pages, regardless of total page count, additional ads sold will decrease the net cost of publication.

### Option 2:

Produce the directory issue of *The Ledger* under the usual and customary publication process, and with the adjustments and assumptions listed in Option 1 **BUT** increase the ad / editorial ratio to 65%/35%, decreasing the editorial to 13 pages. Estimated cost to the AAA would be between \$1,790 and \$3,550.

### Option 3:

Produce the directory issue of *The Ledger* under the usual and customary publication process, and with the adjustments and assumptions listed in Option 1 **BUT** increase the ad / editorial ratio to 65%/35%, decreasing the editorial to 13 pages **AND** increase ad rates by 10% across the board. Estimated cost to the AAA would be between \$200 and \$2,160.

### Option 4 (add-on to all other Options):

Distribute the digital version (with hyperlinks for all emails and websites embedded in the flip book) of the directory to 5,000 – 10,000 (or more) addresses at an TBD additional cost. All lists identify operators by state and by size (but all are 100 or more head). We will have an estimate of this cost by 4/1.