



The Web Page

► by **Angie Stump Denton**, director of Web marketing

Online advertising increases marketing reach

Angus breeders have many options to consider when marketing online. Two cost-effective, simple options are the Angus e-Classifieds offered by Angus Productions Inc. (API) and the Bull Listing Service (BLS) offered by the American Angus Association. Both systems provide an opportunity to market bulls to potential customers worldwide.

Bull Listing Service

BLS is a searchable database of registered Angus bulls. Ranchers can submit ranch information, bull name, date of birth, expected progeny differences (EPDs), sire and maternal grandsire, and sale information. The bulls are listed for 90 days.

Potential customers are able to search the BLS Web site for bulls that meet certain EPD criteria, sire groups and location by state. Once they find bulls they are interested in, they can contact the listed breeder.

Listing fees for the 90-day period are \$7 per head for one to 10 bulls; \$5 per head for 11-99 bulls; and \$4 per head for 100 or more bulls.

To place an ad, you can go to

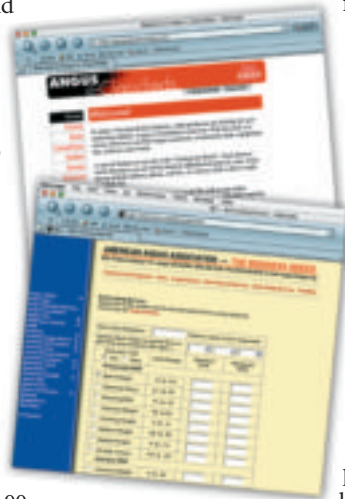
www.angus.org/bls/bls_info.html and scroll to the bottom of the Web site to access the enrollment form. Producers can submit the information online or print out the form in Microsoft® Word and submit it via mail or fax. To list a bull, you need a registration number.

For more information about BLS, contact Jim Shirley, vice president of industry relations and director of commercial programs, at (816) 383-5100 or jshirley@angus.org.

Angus e-Classifieds

Angus e-Classifieds (www.anguseclassifieds.com) offer two formats for advertising bulls:

1) A text-only ad for \$10 per month includes the breeder contact information and 250 words describing your offering, but does not include EPDs. A text-only ad can



promote one bull or a group of bulls.

2) If a breeder prefers, he or she can choose to have the ad include a three-generation pedigree, EPDs and footnotes along with contact information. This option is \$15 per listing for nine or fewer listings; \$7 per listing for 10-25 listings; or \$5 per listing for more than 25 listings.

You can also add a photograph to your Angus e-Classified for \$10 per photo, a one-time charge.

The e-Classifieds can be posted for 30, 60 or 90 days. You can also display your farm logo with your ad information for no extra charge. Along with the bull listings on the e-Classifieds, you can also advertise heifers, cows/pairs, semen, embryos, dogs, horses, jobs, real estate and hay.

To place an ad, go to www.anguseclassifieds.com and click on the "Place an Ad" button in the upper right corner of the site. You can submit the information online, or print it out and submit it via fax or mail. You can also call Melanie Thurnau, Web marketing assistant, to submit your ad by phone. Direct any questions about e-Classifieds to Thurnau at (816) 383-5234 or mthurnau@angusjournal.com.

For pennies a day, you can broaden your marketing range and target new customers. And thanks to BLS and Angus e-Classifieds, you can try it even if you don't have your own Web site.

Try one or both this fall. You'll be happy with your results.

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