



The Web Page

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

Angus e-List — an online service to fit your needs

The Angus e-List is an online news service that allows the Angus Productions Inc. (API) staff to get information out to Angus enthusiasts quickly, without having to wait for the production of a magazine. News sent to subscribers comes from material authored by API staff, the American Angus Association and Certified Angus Beef LLC (CAB), as well as state Extension specialists and other experts in the industry.

Get signed up

Interested individuals can sign up for the e-List free at www.angusjournal.com or by contacting Annie Jensen, Web marketing assistant, at ajensen@angusjournal.com or (816) 383-5239. A

text-only version can be requested through Jensen. If you are not happy with your

subscription, you can unsubscribe at any time by following the instructions provided at the bottom of each e-List.

The Angus e-List subscription list is not available for others to purchase, and e-mail addresses will be kept confidential. As the service expanded and subscribers increased, an advertising option was added to allow producers and related industries to direct e-mail-market their products.

The e-List is not spam. To be sure that

what you are receiving is an Angus e-List distribution, you can check the "from" field of the e-mail, which will say Listmaster or listmaster@angusjournal.com. All ads and news will have the Angus e-List header. If you

have a spam blocker on your e-mail program that blocks the e-Lists, you can add [listmaster@](mailto:listmaster@angusjournal.com)

angusjournal.com as an address from which you will accept e-mail.

Don't miss real-time coverage of the American Royal Super-Point ROV show at www.angusjournal.com/royal.

All about news

The No. 1 goal of the e-List is to distribute Angus, beef and ag industry news. Every Wednesday subscribers receive an e-List with a list of upcoming Angus events, online sale books and sale results reported in the last month.

Every other Thursday a list of upcoming

industry events is distributed, including university-sponsored seminars and other events that might be of interest to subscribers. Other news items are distributed as they occur or as needed.

The American Angus Association Board of Directors has encouraged the emphasis of using the e-List as an information distribution tool and the expansion of its distribution. As API staff members, our goals are to seek out more news items related to research, production and marketing issues and to disseminate those resources via the e-List.

We strive to provide unbiased content and multiple viewpoints if the issue warrants and the information is available. The e-List is not a discussion group. However, if a subscriber has information to submit for consideration, he or she can send it to listmaster@angusjournal.com. API has the authority to determine if the information is factual and would be useful to distribute to members.

Advertising opportunity

Along with news dissemination, the Angus e-List gives producers the opportunity to advertise upcoming sales, private-treaty offerings, semen or other products. Just like direct mail, e-mail ads are one of the best ways to get right in the inboxes of potential customers. You don't have to wait for them to visit your Web site.

Producers can choose from two advertising options — full pages and banner ads. A full-page ad can look a lot like what you'd put in a print ad in the *Angus Journal*. In many cases, the ads are versions of *Angus Journal* or *Angus Beef Bulletin* ads. You do not need to worry about designing your ads. The fee includes the design by the Web Marketing staff and distribution. Prepayment is required for e-List ads.

Banner ads are animated graphics that appear above a "news" e-List. The ads can include a logo, sale name, sale date, location and a tag line, such as "click here for more information." They link to a Web site or online sale book, where interested individuals can find out more about what was advertised on the banner ad. A banner is a great way to entice new customers and to drive them to your Web site or online sale book.

E-MAIL: adenton@angusjournal.com

Editor's Note: *We'd love to hear your comments regarding the Angus e-List. Let us know how we can improve the service by sending e-mail to listmaster@angusjournal.com.*