



Extra Value in the Angus Journal Daily and EXTRA

by Kasey Brown, associate editor

Where do you get your Angus information? You know about the *Angus Journal* — or you wouldn't be reading this — and hopefully you're familiar with the *Angus Beef Bulletin*, our free tabloid-size publication geared for commercial producers. However, are you familiar with our two online-only publications? The rapid-delivery format provides a means for us to distribute time-sensitive pieces to keep you up-to-date on Angus news, management tips, ag policy, area workshops and meetings, and more.

The *Angus Journal Daily* provides the quality of information you expect from the *Angus Journal*, but in a daily form, allowing us to distribute information and announcements more quickly. The *Angus Journal* magazine goes to the printer about two weeks before you receive it in your mailbox, and we work on the editorial content about two weeks before that. This means the time-sensitive information, most often about policy or workshops, would be out of date by the time we could put it in the magazine.

Additionally, the *Angus Journal Daily* offers advertising opportunities for Angus breeders at attractive prices. Sale books can be spotlighted, too.

The *Angus Journal Daily* can be delivered on three schedules — though all of them are straight to your email inbox. By signing up at www.anguselist.com, you can choose on demand, daily digest and weekly review.

On demand means that you would receive every email for each advertisement and for the editorial content, which could be up to

six emails a day. Daily digest compiles all ads and editorial into one email per day. Weekly review compiles all five *Angus Journal Dailies* into one email at the end of the week. The editorial lists the headlines from each day, and all of the ads or sale book spotlights are compiled into one section.

The EXTRA

The *Angus Beef Bulletin EXTRA* was created to supplement the *Angus Beef Bulletin's* publication schedule. The tabloid-style *Bulletin* is mailed five times per year to coincide with sale seasons. However, a lot of news happens during the other seven months of the year. The solution is the *Angus Beef Bulletin EXTRA*, in which the editorial team still provides information online that all producers can use every month of the year.

The *EXTRA* provides monthly information (including those five months that the *Angus Beef Bulletin* is published) exclusively online. The online format allows organization of information into four sections: front-page news, management, health and nutrition, and marketing, plus a searchable archive of past issues. Issues generally carry 25-35 stories each month. Each of these stories is geared for commercial cattlemen, but they are relevant for seedstock producers, too.

Each issue includes monthly columns, such as the "Association Perspective," written by an American Angus Association regional manager; "The Source," written by Ginette Kurtz about the marketing benefits of the Association's AngusSource® program;



"Ridin' Herd," by Rick Rasby, who explores many feeding options and techniques; "Beef Talk," by Kris Ringwall on beef management topics; and "Angus Advisor," by Scott Greiner and Mark McCann, David Lalman, Randy Perry, and Justin Sexten, all of whom address different management techniques by region of the country.

The *EXTRA* also contains links to other Angus resources, including the Association and Certified Angus Beef LLC (CAB) websites, the *Angus Journal Daily*, a calendar of industry events compiled by the editorial team, and the *Angus Journal* Virtual Library. If those weren't enough, there are also links to the *Angus Journal*, *Angus Beef Bulletin*, Angus Auctions, a listing of feedlots nationwide, producer priority finder, GeneMax®, the optimal milk module, expected progeny differences (EPDs) and dollar value indexes (\$Values), and the Angus Foundation.

You can have the *EXTRA* delivered to your email inbox as soon as it is published, on or about the 20th of each month, here: <http://angusbeefbulletin.com/extra/about.html#.VKwXhSf8uQU>.

The best part about these online publications, besides the valuable content, is that they are free. They both have opt-in subscriptions and we do not sell or share the mailing lists.