



Angus Stakes

► by **Terry Cotton**, general manager

You asked for it

For several years now, you have been asking that we package sale books with the Angus Journal, but not glue so many into the Journal itself. With the help of our printer, Quebecor World of Midland, Mich., we have discovered some advancements in technology that will allow us to finally give you what you want.

Watch for the box

This new format was presented and approved at the September meeting of the Angus Productions Inc. (API) Board of Directors. We think you'll be as enthused about the change as they were.

The new packaging option will allow us to take what have been "inserts" and box them with the *Angus Journal*. While it's still more cost-effective to insert or polybag one or two sale books, the boxing option becomes the better choice when we have more sale books or bigger sale books.

While things weren't in place to make the switch with this issue, take heart. It will take effect with our next big issue. Be sure to watch for the box.

Marketing assistance

The API Board also approved a new position within API to better meet the needs

of our current advertisers and to reach out to potential customers.

Maybe you've thought about advertising in the *Angus Journal* and/or the *Angus Beef Bulletin* but didn't know where to start to put an ad together. Maybe you've wanted to devote attention to the creativity of your ads to catch more readers' attentions. Or maybe you buy ads from different sources or for different media but haven't really had an opportunity to tie the messages together. If so, this position will provide someone devoted to helping you attain your marketing goals.

You know your herd and its strengths. We have the creative talent on staff to design attention-getting ads for print and electronic media. We envision the marketing and promotions person as someone who can assist you in capturing your knowledge into creative and effective advertisements.

With so many media vehicles to use in promoting your farm or ranch, it's important to keep the message consistent to effectively build top-of-mind awareness for your operation and best utilize your advertising dollar. The marketing and promotions person will be able to help you design a campaign, so to speak, to help connect the ads that you might place in the magazine to what you are doing online through your Web site and online advertisements.

We don't expect you to spend every dollar with us, but we want to make sure you get the most bang for every dollar you do spend with API.

With the position just created, we'll be interviewing candidates for a few weeks yet. We hope to have the position filled and working on your advertising needs by the first of the year. In the meantime, if you are interested in this service, give me a call at (816) 383-5200, and we'll get you on a priority list.

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ANGUS PRODUCTIONS INC.

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home page: www.angusjournal.com

Staff are listed by name, phone extension and e-mail prefix. All direct phone numbers are "(816) 383-5..."; all e-mail addresses are "...@angusjournal.com"

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Special Services Department — Coordinator, Sharon Mayes, 221, smayes ■ Assistants, Vickie Whitsell & Doneta Brown ■ Artists, Susan Bomar & Colin Gutierrez ■ Proofreader, Melinda Cordell

Web Services Department — Manager & sales coordinator, Rich Masoner, 239, rmasoner ■ Coordinators, Jackie Jacobs, 232, jjacobs, & Jenny Baker, 212, jbaker ■ Web developer, Tim Blumer ■ Web designer, Thuy Nguyen

Photo Department — Photo services coordinator, Kathrin Gresham ■ Photo services assistant, Colette Weipert

Circulation coordinator — LaVera Spire, 220, lspire

Network systems coordinator — Bruce Buntin

Office assistant — Lauralee West

Board of Directors — Jot Hartley, chairman; John Crouch, vice chairman; Terry Cotton, president; Richard Wilson, secretary/treasurer; Gregg Blythe; Jarold Callahan; Al DeClerk; Norman Garton; Paul Hill & Dave Smith

