

Advertising by BCHA in 2018

1. We continue to advertise in all six issues of **Beef in BC** every year. Our message mirrors the CHA except when we have a local message such as our Bull sales in the spring or our fairs and AGM etc. Circulation is to every member of the BC Cattlemen's Association plus associated Government officials for print run of 1500. All are 4 color and we vary size depending on the message and its importance for our members.
2. We advertise monthly in the **Country Life in BC** newspaper which goes to 9000 addresses in all parts of the BC Agriculture scene, similar message as Beef in BC. Again, all ads are now color, and we have variation in size of ad dictated by importance of the message. In return we are listed as a link on their web site under the heading of AGRI LINKS.
3. We continue to support the sale catalogues with ads in Williams Lake Bull Sale and the Vanderhoof Bull Sale. We also have an ad in Oil Livestock Brand Book which was renewed in 2018. We have a policy to advertise in the Fair catalogues if they are hosting a MOE show AND they request the ad. We do not advertise in other fair catalogues.
4. BCHA Newsletter, sent out by email to most members 3X a year, posted on our web site and mailed to a few members without internet access.
5. The Hereford Influence "Bonanza 2017" edition which was dedicated to raising funds for Bonanza 2017 is still in circulation. We had good participation from the breeders which made this a successful project yet again as we published the **Hereford Influence** as a marketing venue for our breeders so it could be distributed to all out of province guests at the 2017 CJHA Bonanza in Abbotsford. In addition, the remainder of the 3000 copies that were printed, 1500 were distributed bagged with March 17 Beef in BC to members of BC Cattlemen and the remainder were distributed in auction markets, the CHA office and at BC fairs and Cattlemen conventions.
6. We had published the 2018-20 BC Hereford Directory & Handbook in 2018 with 3500 copies. We had paid to have them bagged and distributed with March issue of Beef in BC and they were mailed to every member plus every advertiser. This new directory was well received and once again garnered attention across all breeds and we had several 4-H clubs ask for copies for their members.
7. The new BC Hereford Directory & Handbook 2018-2020 along with the last 2015-2017 edition, as well as past editions of The Hereford Influence, can all be found on the World Wide Web on Issuu.com as a "flip books" with good coverage around the world.
8. Web site is up to date but I feel it lacks some participation by breeders sending me fresh materials to post. We have decent traffic each month. Current BCHA News Letters are always available in color on the web site. Changes to what Issuu allows for free will change my ability to embed flip books on the web site but we can still publish links to your sale catalogue as well as your web site.
9. We pay to have BCHA signs in 5 auction market sale rings
10. We pay for awards to various 4-H shows and get advertising credits in many show books as a result.
11. BCHA is a Corporate Sponsor of the BC Cattlemen's Association and as such gets preferred exposure at the BC Cattlemen's Convention and a listing on their web site at <http://www.cattlemen.bc.ca/> with a link to our web site.
12. Sponsorship for two Bull Sale socials & Club field days each year to show commitment to the commercial cattle industry.
13. Please remember that it is the breeder commitment to support these directories and Hereford Influence magazines which allow us to fund our advertising budget for the BCHA.

*Prepared for presentation to Annual General Meeting of BC Hereford Association on Aug 31, 2019 by Don Richardson,
Director at Large*