



CANADIAN LIMOUSIN ASSOCIATION

MEDIA KIT

ABOUT US

The Canadian Limousin Association (CLA) is a non-profit organization committed to advancing the Limousin breed across Canada. Since its formation in 1969, the CLA has supported purebred breeders, commercial cattle producers, and junior members through registry services, genetic improvement, and breed promotion.

Limousin cattle are valued for their feed efficiency, carcass yield, calving ease, and muscle expression, making them a strong option for both purebred and crossbreeding programs.

OUR AUDIENCE

450+
Active Members +
Junior Members

5.5K
Social Followers

1.2K
Limousin Voice
Subscribers +
Online Readers

TOOLS, LISTINGS & SERVICES FOR CLA PARTNERS

SUPPORT THE BREED. GROW YOUR BRAND.

EMAIL ADVERTISING

PUT YOUR MESSAGE DIRECTLY IN THE INBOXES OF ENGAGED CLA MEMBERS.

SERVICE	RATE
E-Blast (1-time message)	\$100
Corporate E-Blast (1-time message)	\$300
E-Newsletter Banner*	\$75

*Appears in CLA's seasonal digital newsletter.

WEBSITE ADVERTISING

HIGH-VISIBILITY AD SPACE ON KEY LIMOUSIN DIGITAL PLATFORMS.

SERVICE	RATE
CLA Website Banner Ad*	\$250/mos
DigitalBeef Banner Ad*	\$200/mos

*Limited spots available—ask for current availability.

ONLINE DIRECTORIES

GET DISCOVERED BY PRODUCERS, BUYERS, AND BREEDERS ACROSS CANADA.

LISTING TYPE	RATE
Online Semen Directory	\$50/listing
Limousin Genetics Listing	\$50/listing
Limousin Beef Listing	\$50/year
Service Provider Listing	\$50/year

COMPLIMENTARY SERVICES

ADDED VALUE FOR ACTIVE CLA MEMBERS AND BREEDERS

SERVICE	RATE
Sale Catalogue Posting on Social Media	Free
Commercial Cattle Listings on CLA Website	Free

TOOLS, LISTINGS & SERVICES CONT.

PRINT SERVICES & MAILING TOOLS

SUPPORT YOUR SALE OR EVENT WITH CLA PRINT-BASED RESOURCES.

SERVICE	RATE
Sale Catalogue Extracts	\$1.50/head
Mailing List of CLA Contacts	\$100
Bill of Sale Books	\$10/book
Catalogue Mailing with <i>The Limousin Voice</i>	Custom – based on weight (plus \$100 setup fee)

PRINT ADVERTISING

PUBLISHED 3× PER YEAR AND DELIVERED TO CLA MEMBERS, COMMERCIAL PRODUCERS, AND INDUSTRY PARTNERS ACROSS CANADA.

FOR PRICING PLEASE SEE THE MEDIA KIT @
WWW.LIMOUSINVOICE.NET



LIMOUSIN STORE

LOOKING TO ORDER CLA MERCHANDISE OR PROMOTIONAL MATERIALS?

VISIT OUR ONLINE STORE:

WWW.LIMOUSIN.COM/STORE

- Free promotional items available for events and displays
- In-stock CLA apparel and branded gear
- National Show apparel





CANADIAN LIMOUSIN ASSOCIATION
3378-15th Ave SW Medicine Hat, AB T1B 3W5

P: 403.253.7309
F: 403.263.1704

WWW.LIMOUSIN.COM