

# Gelbvieh Regional Advertising Program (GRAP)

2015-2016 - Application for Funds and Marketing Plan

Must be submitted to AGA Marketing Department by August 1, 2015 to receive funding.

Association Name: \_\_\_\_\_

Name of GRAP Contact: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Email Address: \_\_\_\_\_

Name of Association Treasurer: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Email Address: \_\_\_\_\_

Amount of GRAP Funds Requested: \_\_\_\_\_

## Tips for GRAP Success:

- Work with state association officers to determine amount of state funds available for advertising
- Identify one state association contact person who will manage the association's GRAP program
- Consider setting up a GRAP committee to assist with planning and implementation
- Identify key things the state association would like to promote (i.e. general promotion, state sponsored sale, listing of breeder sale dates, field days or events, Maternal Edge sales)
- Identify the desired time of year to advertise (i.e. during bull sale season, year-round advertising)
- Determine the best method to promote message (print ads, digital ads, TV ads, radio ads, inserts, booth spaces, etc.)
- Contact media outlets to discuss advertising options. Ask about cost of ad, color costs, size options, any specials, best time to place ads.
- Complete GRAP Application and Marketing Plan by August 1, 2015
- Confirmation of funding requests will be sent to GRAP Contacts by September 1, 2015
- Work with AGA marketing staff to develop ads and to confirm ads have been sent to publications.
- Collect invoices and tearsheets from media outlets and submit GRAP reimbursements to AGA office
- All GRAP reimbursement requests must be submitted to the AGA office by September 15, 2016. This includes all ads ran since October 1, 2015 and all future advertising through September 30, 2016.
- Once a reimbursement request is received by the AGA office, a confirmation email will be sent notifying the state association that the reimbursement is being processed.
- AGA staff will send reimbursement checks to state association treasurers once reimbursements are processed.

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Association Name: \_\_\_\_\_ Completed by: \_\_\_\_\_

## Print Advertising

Please complete the following chart for any print advertising planned for the upcoming fiscal year (October 1 through September 31). Use one line if the same ad will run in the same publication multiple times. Otherwise, use separate lines for each ad. Make copies as needed.

Publication name	Circulation of Publication	Date(s) ad will run	Ad Specs (Size & Color)	Date ad is needed by	Email address of where to send ad	Total bill	AGA's half
<b>Total Amount Requested for Print Advertising:</b>							

## Digital Advertising

Please complete the following chart for any digital advertising (i.e. banner ads on publication websites or newsletters) planned for the upcoming fiscal year (October 1 through September 31). Use one line if the same ad will run with the same outlet multiple times. Otherwise, use separate lines for each ad. Make copies as needed.

Media outlet name	Circulation of Publication	Date(s) ad will run	Ad Specs (Size & Color)	Date ad is needed by	Email address of where to send ad	Total bill	AGA's half
<b>Total Amount Requested for Digital Advertising:</b>							

## TV Advertising

Please complete the following chart for any TV advertising planned for the upcoming fiscal year (October 1 through September 31). Use one line if the same ad will run on the same channel multiple times. Otherwise, use separate lines for each ad. Make copies as needed. The AGA Marketing Department is available to assist with commercial development by supplying copy and stock footage.

Name of TV Station	Circulation of Station	Date(s) commercial will run	Is the station willing to make the commercial?	Date commercial will be completed by and sent to AGA for approval?	Total bill	AGA's half
<b>Total Amount Requested for TV Advertising:</b>						

## Radio Advertising

Please complete the following chart for any radio advertising planned for the upcoming fiscal year (October 1 through September 31). Use one line if the same ad will run with the same outlet multiple times. Otherwise, use separate lines for each ad. Make copies as needed.

Radio station name	Circulation coverage of station	Date(s) ad will run	Date radio copy is needed by	Email address of where to send radio copy	Total bill	AGA's half
<b>Total Amount Requested for Radio Advertising:</b>						

## Inserts

Please complete the following chart for placement of any inserts for the upcoming fiscal year (October 1 through September 31). Make copies as needed. State associations can use same inserts developed by the AGA or can request AGA marketing staff to develop separate insert.

Publication name	Number of insert needed	Date inserts will run	Date inserts are needed by	Specifications for inserts	Is publication printing the inserts?	Total bill	AGA's half
<b>Total Amount Requested for Inserts:</b>							

## Booth Space Rental

Please complete the following chart for any booth space rental planned for the upcoming fiscal year (October 1 through September 31). Make copies as needed. Gelbvieh and Balancer® promotional materials for the booth can be requested from the AGA office at least 2 weeks prior to event.

Trade show name	Number of attendees	Date of event	Do you want promotional materials for this event?	Address of where to send promotional materials	Total bill	AGA's half
<b>Total Amount Requested for Booth Space Rental:</b>						