



KENTUCKY DAIRY DEVELOPMENT COUNCIL

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KENTUCKY MILK|MATTERS

KDDC MEDIA KIT

KDDC Foundational Programs and Activities

MILK 4.0 PROGRAM

- Data-driven management and improvements are the future for modern, sustainable operations
- Includes support for reproduction programs, milk quality, genetic gain, and financial analyses

BEEF ON DAIRY INITIATIVE

- Beef on dairy is becoming a staple of the dairy farm and is backed by quality animals
- Includes support for quality sire selections and a value-added program for calves

YOUNG DAIRY PRODUCERS OF KENTUCKY

- Kentucky's young producers are the future of our dairy industry
- Supports young producers through events, tours, and meetings.
- Our annual Young Dairy Producers Conference has been a staple meeting for over 15 years
- Our Fall Tour to World Dairy Expo involves producers, the industry, and students from across the state

MILK COUNTS

- Milk quality is one of the impactful factors on a dairy farm and can be a challenge
- Offers evaluation of milk quality challenges and opportunities for improvement

KENTUCKY DAIRY PROMOTION AND INDUSTRY SUPPORT

- KDDC Consultants work with producers on-farm everyday through our programming and more
- Staff also help support a variety of industry and promotional events, including June Dairy Night at the Ballgame, Kentucky State Fair, 4-H and Youth Events, North American Livestock Exposition, Kentucky Kate, and the Kentucky Dairy Partners Conference



KENTUCKY DAIRY DEVELOPMENT COUNCIL

KENTUCKY'S DAIRY PRODUCER ORGANIZATION

We are dairy farmers, allied industry members and professional advisory supporters working together to sustain and grow Kentucky's dairy industry. The Kentucky Dairy Development Council is a producer-led organization with the mission to educate, promote and represent dairy producer and foster an environment for growth of the Kentucky dairy industry.

We offer programming, resources, and assistance to dairy producers to promote more successful, sustainable operations that will continue to deliver nutritious, wholesome milk for generations to come. We are funded in part by like-minded businesses interested in supporting the dairy industry and engaging with the community.

Interested in joining us to accomplish these goals? Explore our opportunities for Allied Industry membership, advertisements, and unique sponsorship ideas.





Why partner with KDDC for Allied membership and advertisement?

KDDC membership allows your company to have a voice in the Kentucky dairy community.

Milk Matters is the only publication that goes directly to all Kentucky dairy farmers and other industry change-makers, including UK extension staff, congressional delegation, state legislators, dairy suppliers, milk haulers, and government agencies.

1,400 newsletters are distributed bi-monthly and archived online.

Milk Matters provides connection to producers and updates on events, industry news, and dairy policies.

Dairy farming is vital to small communities, where every farm gate dollar produced is multiplied by 2.56 as an economic generator to communities. The average dairy cow generates nearly \$14,000 in economic ripple effect.

Annual Allied Membership Levels

Platinum - \$1,500+

- KDDC Website Homepage Top Banner Ad and organization link
- One-time full page black/white advertisement in KDDC Annual Report
- Name recognition in KDDC Milk Matters Newsletter
- Free booth space at KY Dairy Partners Meeting, includes 1 lunch ticket
- Voting Member of KDDC

Gold - \$1,000

- KDDC Website Homepage Banner Ad and organization link
- One-time 1/2 page black/white advertisement in KDDC Annual Report
- Name recognition in KDDC Milk Matters Newsletter
- \$100 discount on booth space at KY Dairy Partners Meeting, includes one lunch ticket
- Voting Member of KDDC

Silver - \$500

- KDDC Website Banner Ad and organization link
- One-time 1/4 page black/white advertisement in KDDC Annual Report
- Name recognition in KDDC Milk Matters Newsletter
- Voting Member of KDDC

Bronze - \$250

- KDDC Website organization link
- One-time black/white business card ad in KDDC Annual Report
- Name recognition in KDDC Milk Matters Newsletter
- Voting Member of KDDC

KDDC Friend - \$25+

- Receive KDDC Milk Matters Newsletter
- Name recognition in KDDC Annual Report

Allied Membership rates are for January 1 - December 31

Advertising Rates

Ad Size	BW / C - 1X	BW / C - 3X	BW / C - 6X
Full Page	\$350/400	\$325/375	\$300/340
1/2 Page	\$265/325	\$235/295	\$225/275
1/4 Page	\$175/225	\$157/202	\$148/191
Business Card	\$90/110	\$81/99	\$76/93



Premium positions priced according to availability including front & back cover and 1/2 page on the back cover.

Call for closing dates.

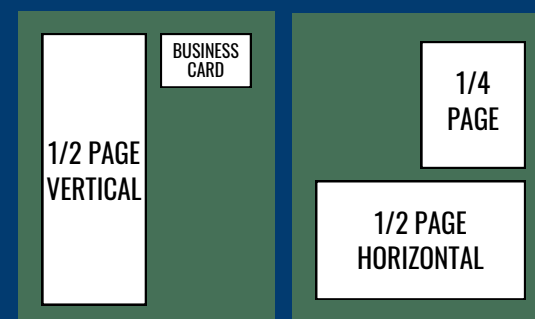
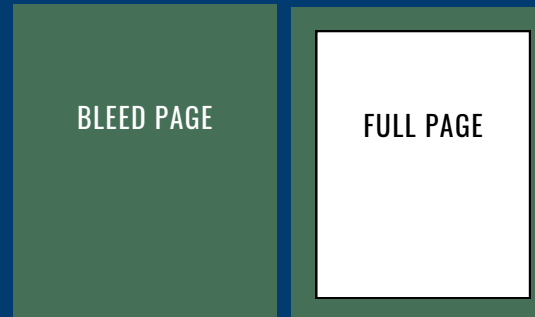
Ad design services available upon request.

Website advertising available on www.kydairy.org. Call for more information.



Ad Size Specifications

Bleed Page.....	8.75 x 11.25
Full Page.....	7.5 x 10
Half Page Horizontal.....	7.5 x 4.875
Half Page Vertical.....	3.625 x 10
1/4 Page	3.625 x 4.875
Business Card.....	3.625 x 2.3



Interested in personalized opportunities to support KDDC and promote your brand?
 KDDC hosts a variety of events and industry activities throughout the year where there are unique opportunities to support the Kentucky dairy industry. Call us to discuss custom sponsorship packages that might work for you.



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