

# RSG



# GENETICS CATALOG

## RSG PLATINUM SIRES



### 2025 PACKAGE FEATURES

- Full size magazine style
- QR code integration
- Purchase an adjacent page to your sire to promote dam, winners, sales, or other info.

### ONLINE/ PRINT CATALOG LAYOUT

- Full Page Ad
- Up to 300 character description
- Up to three promotional pictures
- Sire, Dam, Owner(s), DNA, Registration Info
- Price per unit and any volume price breaks
- Page reference to additional sires, if applicable



Commitment deadline 1/31/25 for print catalog.



859-388-0024



Jordan.amburgey@reprospecialty.us



2590 N 500 E Lebanon, IN. 46052

## Why RSG?

- **CONVENIENCE**
- **ALL OWNERSHIP TRANSFER HANDLED BY RSG OFFICE STAFF**
- **FACEBOOK & INSTAGRAM PROMOTIONAL POSTS (11,000+ FOLLOWERS)**
- **CATALOGS DISTRIBUTED AT MAJOR INDUSTRY SHOWS AND SALES ACROSS THE COUNTRY**
- **TOOL KIT FOR PROMOTING ON YOUR WEBSITE AND SOCIAL PLATFORMS.**



## Ways to purchase:

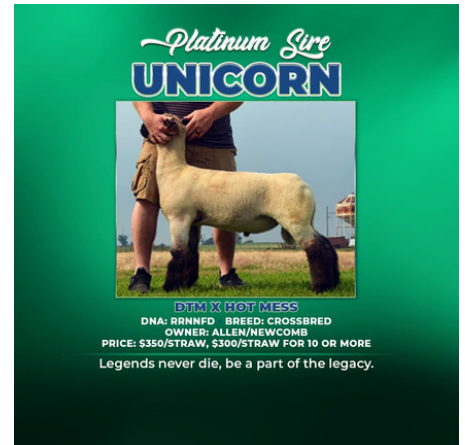
- **RSG Online Store** - [www.reprospecialty.com](http://www.reprospecialty.com)
- **RSG Sire Catalog Online Semen Sales** - 2 online sales mid-May RSG Season Opener and Cyber Monday
- **Order by phone with RSG representative**

## 2024 STATS

- Over 50,000 virtual sire catalog views.
- Social Media posts reached over 60,000 people
- Over 5,000+ units sold
- Over \$1M in semen sales generated for our breeders.

## MISCELLANEOUS INFORMATION

- Minimum units committed - 100 per sire
- RSG Administration fee is 15% on each unit sold
- Quarterly inventory and sales report



## Package Pricing/ Discounts

- 1-2 Sires - \$1000 per sire - Adjacent Page in Catalog \$400
- 3-4 Sires - \$850 per sire - Adjacent Page in Catalog \$400
- 5-6 Sires - \$750 per sire - Adjacent page in Catalog \$300
- 7+ Sires - \$500 per sire - Adjacent Page in Catalog \$300

## RSG ONLINE ONLY GENETICS CATALOG

SIRE LISTED ONLY ON THE RSG WEBSITE

### Why RSG?

- **CONVENIENCE**
- **ALL OWNERSHIP TRANSFER HANDLED BY RSG OFFICE STAFF**
- **FACEBOOK & INSTAGRAM PROMOTIONAL POSTS (11,000+ FOLLOWERS)**
- **PROMOTIONAL TOOL KIT FOR PROMOTING YOUR SIRE ON YOUR WEBSITE AND SOCIAL PLATFORMS**

### ONLINE LISTING LAYOUT

- One Picture
- Sire, Dam, Owner(s) DNA, Registration Information
- Price per unit and any volume price breaks

### SOCIAL PROMOTION

- Facebook and Instagram promotional post featuring your sire (11,000+ followers)
- **Sire Featured in mid-May RSG Season Opener online sale**

### MISCELLANEOUS INFORMATION

- Minimum semen units committed to Sire Catalog - 50 units per Sire.
- RSG administration fee is 15% on each unit sold.
- Quarterly inventory and sales report.

### PACKAGE PRICING

- \$500 per Sire

