

BEEF *in BC* MAGAZINE

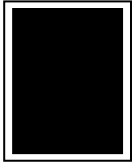
Proud to be the voice of British Columbia's beef cattle industry

ADVERTISING CONTACT: Bob Somers Cell (778) 938-8393 Email: ads@beefinbc.ca

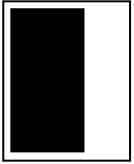
ADVERTISING RATES 2020



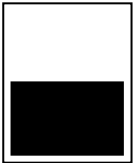
Full Page with Bleeds
(8.375" w x 11" h)
Black & White \$ 675
One Colour \$ 775
Full Colour \$1025



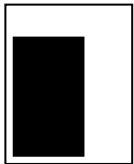
Full Page
(7 1/4" w x 10" h)
Black & White \$ 675
One Colour \$ 775
Full Colour \$1025



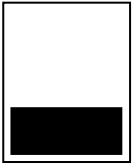
2/3 Vertical
(4 3/4" w x 10" h)
Black & White \$ 440
One Colour \$ 525
Full Colour \$ 740



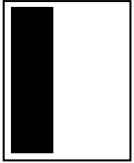
1/2 Horizontal
(7 1/4" w x 5" h)
Black & White \$ 360
One Colour \$ 415
Full Colour \$ 560



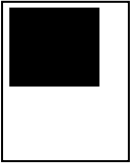
1/2 Island
(4 3/4" w x 7 1/2" h)
Black & White \$ 360
One Colour \$ 415
Full Colour \$ 560



1/3 Horizontal
(7 1/4" w x 3 1/2" h)
Black & White \$ 250
One Colour \$ 295
Full Colour \$ 400



1/3 Vertical
(2 1/4" w x 10" h)
Black & White \$ 250
One Colour \$ 295
Full Colour \$ 400



1/3 Box
(4 3/4" w x 5" h)
Black & White \$ 250
One Colour \$ 295
Full Colour \$ 400



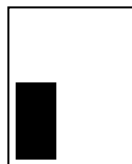
1/4 Horizontal
(7 1/4" w x 2 1/2" h)
Black & White \$ 210
One Colour \$ 260
Full Colour \$ 360



1/4 Box
(4 3/4" w x 3 3/4" h)
Black & White \$ 210
One Colour \$ 260
Full Colour \$ 360



1/6 Horizontal
(4 3/4" w x 2 1/2" h)
Black & White \$ 150
One Colour \$ 190
Full Colour \$ 300



1/6 Vertical
(2 1/2" w x 4 3/4" h)
Black & White \$ 150
One Colour \$ 190
Full Colour \$ 300



Business Card
(3 1/2" w x 2" h)
Black & White \$ 100



Breed Directory
(2 1/4" w x 1" h)
Black & White \$ 30

2 -Page Spread \$ 2000

Inside Front Cover
Black & White \$ 825
One Colour \$ 925
Full Colour \$1175

Inside Back Cover
Black & White \$ 825
One Colour \$ 925
Full Colour \$1175

Outside Back Cover
Black & White \$ 950
One Colour \$ 1050
Full Colour \$1300

INSERTS
Up to 50 grams \$ 750
51 -80 grams \$ 1000
81-100 grams \$1 250

Inserts over 100 grams may be considered at the discretion of the Editor. Inserts are pre-printed and supplied to directly to a third party mail house.

ADDITIONAL CHARGES
+10% Preferred position guarantee

AD DESIGN
Advertisement design services are available and not included in the listed advertising rates. A 10% surcharge will be added for ad design or changes.

DISCOUNTS
-15% Agency discount
-10% 6 x year discount
-5% BCCA member discount

TAXES
5% GST is added to the above advertising rates.

CANCELLATION POLICY

We cannot accept cancellations after the ad submission deadline.

Cancellation of advertisements that have been set will be subject to production charge.

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ADVERTISING: Bob Somers: C(778) 938-8393 / ads@beefinbc.ca
 OFFICE: #4 -10145 Dallas Dr., Kamloops, BC V2C 6T4 P 250-573-3611 / editor@beefinbc.ca

MECHANICAL REQUIREMENTS:

Advertisements being designed and sent electronically must meet the following criteria:

Files -- Should be submitted electronically and supplied one of these formats: QuarkXPress (.qxd), Adobe Indesign (.indd), Adobe (.pdf). High resolution PDF's must be saved as CMYK (if colour). Please remember to include: All supporting images (including linked images) and fonts (both screen and printer). If the file was not created in QuarkXPress for Mac, open file in a vector-based program, convert all fonts to outlines, make sure all colours are CMYK (no spot colours) and save as a Macintosh EPS.

Images -- All images must be high resolution (minimum 300dpi). Acceptable images files (jpeg, tiff). Adobe Photoshop photos must be scanned at 300 dpi (resolution) as either greyscale (for black and white) or CMYK (colour) and saved as a TIFF or EPS. Adobe Photoshop bitmap images must be saved at 1200 dpi. Adobe Illustrator images must be CMYK with no spot colours and have all fonts converted to outlines. All scans need to be 300 dpi and saved as a jpeg.

DEADLINES:

| | ADVERTISERS | | MAILING |
|---------------|------------------------------|---------------------------|----------------|
| | AD SPACE BOOKING Deadline | AD SUBMISSION Deadline | MAIL DATE |
| JAN/FEB 2020 | Nov 20, 2019 | Nov 27, 2019 | Dec 27, 2019 |
| MAR/APR 2020 | Jan 22, 2020 | Jan 29, 2020 | Feb 19, 2020 |
| MAY/JUNE 2020 | April 1, 2020 | April 8, 2020 | April 29, 2020 |
| JULY/AUG 2020 | June 10, 2020 | June 17, 2020 | July 9, 2020 |
| SEPT/OCT 2020 | Aug 12, 2020 | Aug 19, 2020 | Sept 9, 2020 |
| NOV/DEC 2020 | Sept 30, 2020 | Oct 7, 2020 | Oct 28, 2020 |
| JAN/FEB 2021 | Nov 25, 2020 | Dec 2, 2020 | Dec 30, 2020 |

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