

BEEF *in* BC MAGAZINE

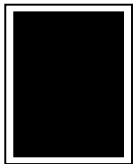
Proud to be the voice of British Columbia's beef cattle industry

INTERM ADVERTISING CONTACT: Debbie Veitch
Cell (250) 304-8017 Email: ads@beefinbc.ca

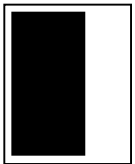
ADVERTISING RATES 2026



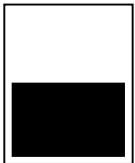
Full Page with Bleeds
(8.375" w x 11" h)
Black & White \$ 675
One Colour \$ 775
Full Colour \$1025



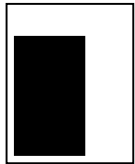
Full Page
(7 3/4" w x 10" h)
Black & White \$ 675
One Colour \$ 775
Full Colour \$1025



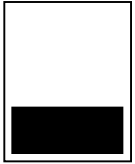
2/3 Vertical
(4 3/4" w x 10" h)
Black & White \$ 440
One Colour \$ 525
Full Colour \$ 740



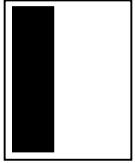
1/2 Horizontal
(7 1/4" w x 5" h)
Black & White \$ 360
One Colour \$ 415
Full Colour \$ 560



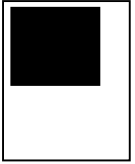
1/2 Island
(4 3/4" w x 7 1/2" h)
Black & White \$ 360
One Colour \$ 415
Full Colour \$ 560



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



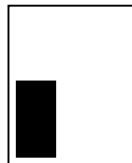
1/4 Horizontal
(7 1/4" w x 2 1/2" h)
Black & White \$ 210
One Colour \$ 260
Full Colour \$ 360



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



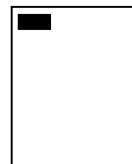
1/6 Horizontal
(4 3/4" w x 2 1/2" h)
Black & White \$ 150
One Colour \$ 190
Full Colour \$ 300



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
101-150 grams \$1 750
151-200 grams \$2 000

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.

*Ad rates subject to change at anytime prior to add booking.

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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INTERM ADVERTISING REP: Debbie Veitch: C(250) 304-8017 / 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 in either Adobe (.pdf) or jpeg. Files must be high resolution.

Images -- All images must be high resolution (minimum 300dpi). Acceptable images files (jpeg, png, tiff).

2026 DEADLINES:

	ADVERTISERS		MAILING
	AD SPACE BOOKING Deadline	AD SUBMISSION Deadline	MAIL DATE
JAN/FEB 2026	Nov 26, 2025	Dec 3, 2025	Dec 29, 2025
MAR/APR 2026	Jan 27, 2026	Feb 4, 2026	Feb 27, 2026
MAY/JUNE 2026	March 31, 2026	April 8, 2026	May 1, 2026
JULY/AUG 2026	May 27, 2026	June 3, 2026	June 29, 2026
SEPT/OCT 2026	July 29, 2026	Aug 5, 2026	Aug 28, 2026
NOV/DEC 2026	Sept.30, 2026	Oct 7, 2026	Oct 30, 2026
JAN/FEB 2027	Nov 25, 2026	Dec 2, 2026	Dec 30, 2026

