

BEEF *in* BC MAGAZINE

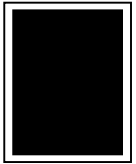
Proud to be the voice of British Columbia's beef cattle industry

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

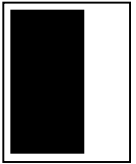
ADVERTISING RATES 2024



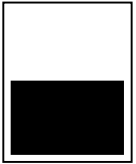
Full Page with Bleeds
 (8.375" w x 11" h)
 Black & White \$ 675
 One Colour \$ 775
 Full Colour \$1025



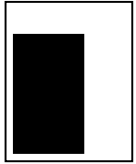
Full Page
 (7 1/4" w x 10" h)
 Black & White \$ 675
 One Colour \$ 775
 Full Colour \$1025



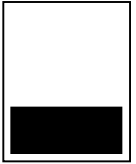
2/3 Vertical
 (4 3/4" w x 10" h)
 Black & White \$ 440
 One Colour \$ 525
 Full Colour \$ 740



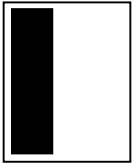
1/2 Horizontal
 (7 1/4" w x 5" h)
 Black & White \$ 360
 One Colour \$ 415
 Full Colour \$ 560



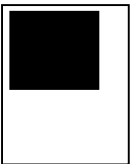
1/2 Island
 (4 3/4" w x 7 1/2" h)
 Black & White \$ 360
 One Colour \$ 415
 Full Colour \$ 560



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



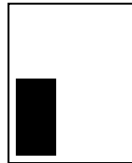
1/4 Horizontal
 (7 1/4" w x 2 1/2" h)
 Black & White \$ 210
 One Colour \$ 260
 Full Colour \$ 360



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



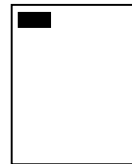
1/6 Horizontal
 (4 3/4" w x 2 1/2" h)
 Black & White \$ 150
 One Colour \$ 190
 Full Colour \$ 300



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
 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.

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 / bobsomers@telus.net
 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).

2024 DEADLINES:

	ADVERTISERS		MAILING
	AD SPACE BOOKING Deadline	AD SUBMISSION Deadline	MAIL DATE
JAN/FEB 2024	Nov 29, 2023	Dec 6, 2023	Dec 29, 2023
MAR/APR 2024	Jan 31, 2024	Feb 7, 2024	Feb 28, 2024
MAY/JUNE 2024	Apr 3, 2024	April 10, 2024	May 1, 2024
JULY/AUG 2024	June 5, 2024	June 12, 2024	July 3, 2024
SEPT/OCT 2024	July 31, 2024	Aug 7, 2024	Aug 28, 2024
NOV/DEC 2024	Oct 2, 2024	Oct 9, 2024	Oct 30, 2024
JAN/FEB 2025	Nov 27, 2024	Dec 4, 2024	Dec 27, 2024

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