



# Alberta Beef Magazine

2025/2026 MEDIA KIT

**Alberta's Cattle Industry ... First Choice!**

**35 Years Of Industry History.**

No Wasted Circulation To Farm Homes NOT In The Beef Business.

# OVER 85% AD RESPONSE.

## TARGETED ONLY TO BEEF PRODUCERS

## AND MAILED BY ADDRESSED MAIL ONLY!

### HIGH VISIBILITY POSITIONS WITH FRONT COVER ADVERTISING!

#### FALSE FRONT AND FRONT/BACK PAGE PACKAGES

HIGH VISIBILITY POSITIONS WITH FRONT AND BACK COVER ADVERTISING POSITIONS!

##### BRAND NEW!!

- Front and Back Cover Package. \$5995. Net, Cdn.
- False Front Cover and Inside False Front Cover. \$3995. Net, Cdn.



#### ALBERTA BEEF MAGAZINE FRONT COVER BANNER and EAR LUG

#### FRONT COVER BANNER AND EAR LUG:

	1-3X	4-6X	7-9X	10-11X
Front Cover Banner	\$2060	\$1965	\$1910	\$1770
Front Cover Ear Lug	\$875	\$835	\$800	\$755

#### e-BLASTS – FROM ALBERTA'S MOST TRUSTED SOURCE!



e-Blasts easily add frequency to your advertising messages and are easy on the budget as well. Alberta Beef Magazine e-Blasts can boast higher than average 'open rates'. Our e-Blasts reach beef producers and ag suppliers in AB, SK, MB. Ask us for details, costs and schedules.

### INSERTS

Inserts distributed with Alberta Beef Magazine are targeted to Alberta's commercial/cow calf producers, feedlot operators and seedstock breeders. We offer print and distribution or distribution only with options for poly bagging, stitched-in, pull outs or hand inserted. For more details and rates please call us at 403-250-1090 or write us at [beefmags@gmail.com](mailto:beefmags@gmail.com)

### CORPORATE PROFILES

Suppliers to the beef industry and to the beef producers of Alberta will benefit with a business profile.

- Be directly involved with the end users.
- Products and services can be featured, explained and promoted.
- Customer testimonials can be included.
- Present values, customer service, and direct relationships with the beef producer readership.
- Attract new business and support existing business.
- Highlight your company's reputation and performance.

For more details please reach us at 403-250-1090 or [beefmags@albertabeef.ca](mailto:beefmags@albertabeef.ca)

### TOP SPOTS

Top Spots are positioned directly with editorial headlines of stories, articles and columns by very well-read writers of Alberta Beef Magazine ... and your Top Spot will benefit by that attention!



A recent news release from the Alberta Farm Animal Care Association announced that their organization would be terminating effective May 1, 2024. It was a small organization that has served the livestock and beef industry for over 30 years. It was a well-financed, sophisticated and well-organized group that was active and involved, and with some transparency, I was a Founding Father of AFAC, served

... its good work led the nation

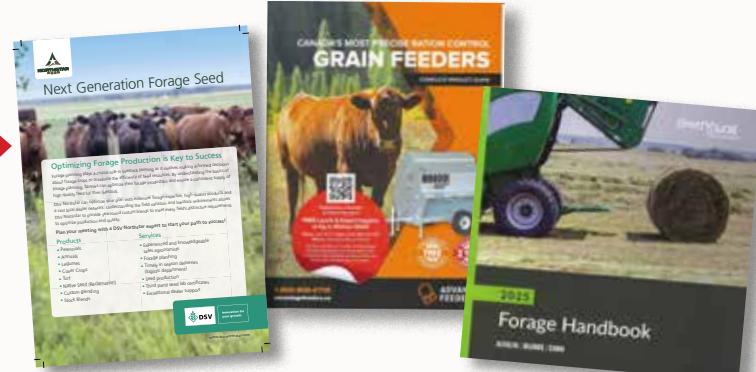
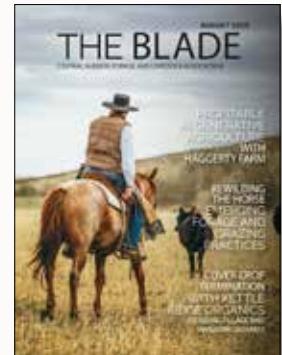
by Will Verhoeven

... its good work led the nation

effort could be launched to counter the dairyman's war animal rights groups were engaged in meetings in establishing AFAC. But as noble as the intent was, it was very beginning, it suffered from the same malady that plagues so many commodity groups – lack of significant financial support. financial reality was cited as the reason the organization was finally terminated.

### DESIGN • PRINTING SERVICES • SPECIAL PROJECTS

Alberta Beef Magazine's In-House Design produces, prints and takes care of all the necessary details in producing Special Projects ... breed association directories – crop manuals – commemorative publications, bull sale and equipment catalogues and more. For more details please reach us at 403-250-1090 or [beefmags@albertabeef.ca](mailto:beefmags@albertabeef.ca)



## SPECIAL EDITORIAL

# JANUARY

• A Year In Review • Alberta Beef Industry Conference

APRIL / MAY

- Technology (May) • 4-H Sales and Shows (April & May)

ALBERTA 4H CLUBS LIVESTOCK SHOW AND SALE LISTINGS				
Week	Date	Exhibitor	Category	Sale Type
1	1/1/2024 - 1/7/2024	Alberta 4H Club	Swine	Market
2	1/8/2024 - 1/14/2024	Alberta 4H Club	Swine	Market
3	1/15/2024 - 1/21/2024	Alberta 4H Club	Swine	Market
4	1/22/2024 - 1/28/2024	Alberta 4H Club	Swine	Market
5	1/29/2024 - 2/4/2024	Alberta 4H Club	Swine	Market
6	2/5/2024 - 2/11/2024	Alberta 4H Club	Swine	Market
7	2/12/2024 - 2/18/2024	Alberta 4H Club	Swine	Market
8	2/19/2024 - 2/25/2024	Alberta 4H Club	Swine	Market
9	2/26/2024 - 3/1/2024	Alberta 4H Club	Swine	Market
10	3/2/2024 - 3/8/2024	Alberta 4H Club	Swine	Market
11	3/9/2024 - 3/15/2024	Alberta 4H Club	Swine	Market
12	3/16/2024 - 3/22/2024	Alberta 4H Club	Swine	Market
13	3/23/2024 - 3/29/2024	Alberta 4H Club	Swine	Market
14	3/30/2024 - 4/5/2024	Alberta 4H Club	Swine	Market
15	4/6/2024 - 4/12/2024	Alberta 4H Club	Swine	Market
16	4/13/2024 - 4/19/2024	Alberta 4H Club	Swine	Market
17	4/20/2024 - 4/26/2024	Alberta 4H Club	Swine	Market
18	4/27/2024 - 5/3/2024	Alberta 4H Club	Swine	Market
19	5/4/2024 - 5/10/2024	Alberta 4H Club	Swine	Market
20	5/11/2024 - 5/17/2024	Alberta 4H Club	Swine	Market
21	5/18/2024 - 5/24/2024	Alberta 4H Club	Swine	Market
22	5/25/2024 - 5/31/2024	Alberta 4H Club	Swine	Market
23	6/1/2024 - 6/7/2024	Alberta 4H Club	Swine	Market
24	6/8/2024 - 6/14/2024	Alberta 4H Club	Swine	Market
25	6/15/2024 - 6/21/2024	Alberta 4H Club	Swine	Market
26	6/22/2024 - 6/28/2024	Alberta 4H Club	Swine	Market
27	6/29/2024 - 7/5/2024	Alberta 4H Club	Swine	Market
28	7/6/2024 - 7/12/2024	Alberta 4H Club	Swine	Market
29	7/13/2024 - 7/19/2024	Alberta 4H Club	Swine	Market
30	7/20/2024 - 7/26/2024	Alberta 4H Club	Swine	Market
31	7/27/2024 - 8/2/2024	Alberta 4H Club	Swine	Market
32	8/3/2024 - 8/9/2024	Alberta 4H Club	Swine	Market
33	8/10/2024 - 8/16/2024	Alberta 4H Club	Swine	Market
34	8/17/2024 - 8/23/2024	Alberta 4H Club	Swine	Market
35	8/24/2024 - 8/30/2024	Alberta 4H Club	Swine	Market
36	8/31/2024 - 9/6/2024	Alberta 4H Club	Swine	Market
37	9/7/2024 - 9/13/2024	Alberta 4H Club	Swine	Market
38	9/14/2024 - 9/20/2024	Alberta 4H Club	Swine	Market
39	9/21/2024 - 9/27/2024	Alberta 4H Club	Swine	Market
40	9/28/2024 - 10/4/2024	Alberta 4H Club	Swine	Market
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42	10/12/2024 - 10/18/2024	Alberta 4H Club	Swine	Market
43	10/19/2024 - 10/25/2024	Alberta 4H Club	Swine	Market
44	10/26/2024 - 11/1/2024	Alberta 4H Club	Swine	Market
45	11/2/2024 - 11/8/2024	Alberta 4H Club	Swine	Market
46	11/9/2024 - 11/15/2024	Alberta 4H Club	Swine	Market
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48	11/23/2024 - 11/29/2024	Alberta 4H Club	Swine	Market
49	11/30/2024 - 12/6/2024	Alberta 4H Club	Swine	Market
50	12/7/2024 - 12/13/2024	Alberta 4H Club	Swine	Market
51	12/14/2024 - 12/20/2024	Alberta 4H Club	Swine	Market
52	12/21/2024 - 12/27/2024	Alberta 4H Club	Swine	Market
53	12/28/2024 - 1/3/2025	Alberta 4H Club	Swine	Market
54	1/4/2025 - 1/10/2025	Alberta 4H Club	Swine	Market
55	1/11/2025 - 1/17/2025	Alberta 4H Club	Swine	Market
56	1/18/2025 - 1/24/2025	Alberta 4H Club	Swine	Market
57	1/25/2025 - 1/31/2025	Alberta 4H Club	Swine	Market
58	2/1/2025 - 2/7/2025	Alberta 4H Club	Swine	Market
59	2/8/2025 - 2/14/2025	Alberta 4H Club	Swine	Market
60	2/15/2025 - 2/21/2025	Alberta 4H Club	Swine	Market
61	2/22/2025 - 2/28/2025	Alberta 4H Club	Swine	Market
62	2/29/2025 - 3/5/2025	Alberta 4H Club	Swine	Market
63	3/6/2025 - 3/12/2025	Alberta 4H Club	Swine	Market
64	3/13/2025 - 3/19/2025	Alberta 4H Club	Swine	Market
65	3/20/2025 - 3/26/2025	Alberta 4H Club	Swine	Market
66	3/27/2025 - 3/31/2025	Alberta 4H Club	Swine	Market
67	4/1/2025 - 4/7/2025	Alberta 4H Club	Swine	Market
68	4/8/2025 - 4/14/2025	Alberta 4H Club	Swine	Market
69	4/15/2025 - 4/21/2025	Alberta 4H Club	Swine	Market
70	4/22/2025 - 4/28/2025	Alberta 4H Club	Swine	Market
71	4/29/2025 - 5/5/2025	Alberta 4H Club	Swine	Market
72	5/6/2025 - 5/12/2025	Alberta 4H Club	Swine	Market
73	5/13/2025 - 5/19/2025	Alberta 4H Club	Swine	Market
74	5/20/2025 - 5/26/2025	Alberta 4H Club	Swine	Market
75	5/27/2025 - 6/2/2025	Alberta 4H Club	Swine	Market
76	6/3/2025 - 6/9/2025	Alberta 4H Club	Swine	Market
77	6/10/2025 - 6/16/2025	Alberta 4H Club	Swine	Market
78	6/17/2025 - 6/23/2025	Alberta 4H Club	Swine	Market
79	6/24/2025 - 6/30/2025	Alberta 4H Club	Swine	Market
80	6/31/2025 - 7/7/2025	Alberta 4H Club	Swine	Market
81	7/8/2025 - 7/14/2025	Alberta 4H Club	Swine	Market
82	7/15/2025 - 7/21/2025	Alberta 4H Club	Swine	Market
83	7/22/2025 - 7/28/2025	Alberta 4H Club	Swine	Market
84	7/29/2025 - 8/4/2025	Alberta 4H Club	Swine	Market
85	8/5/2025 - 8/11/2025	Alberta 4H Club	Swine	Market
86	8/12/2025 - 8/18/2025	Alberta 4H Club	Swine	Market
87	8/19/2025 - 8/25/2025	Alberta 4H Club	Swine	Market
88	8/26/2025 - 9/1/2025	Alberta 4H Club	Swine	Market
89	9/2/2025 - 9/8/2025	Alberta 4H Club	Swine	Market
90	9/9/2025 - 9/15/2025	Alberta 4H Club	Swine	Market
91	9/16/2025 - 9/22/2025	Alberta 4H Club	Swine	Market
92	9/23/2025 - 9/29/2025	Alberta 4H Club	Swine	Market
93	9/30/2025 - 10/6/2025	Alberta 4H Club	Swine	Market
94	10/7/2025 - 10/13/2025	Alberta 4H Club	Swine	Market
95	10/14/2025 - 10/20/2025	Alberta 4H Club	Swine	Market
96	10/21/2025 - 10/27/2025	Alberta 4H Club	Swine	Market
97	10/28/2025 - 11/3/2025	Alberta 4H Club	Swine	Market
98	11/4/2025 - 11/10/2025	Alberta 4H Club	Swine	Market
99	11/11/2025 - 11/17/2025	Alberta 4H Club	Swine	Market
100	11/18/2025 - 11/24/2025	Alberta 4H Club	Swine	Market
101	11/25/2025 - 12/1/2025	Alberta 4H Club	Swine	Market
102	12/2/2025 - 12/8/2025	Alberta 4H Club	Swine	Market
103	12/9/2025 - 12/15/2025	Alberta 4H Club	Swine	Market
104	12/16/2025 - 12/22/2025	Alberta 4H Club	Swine	Market
105	12/23/2025 - 12/29/2025	Alberta 4H Club	Swine	Market
106	12/30/2025 - 1/5/2026	Alberta 4H Club	Swine	Market
107	1/6/2026 - 1/12/2026	Alberta 4H Club	Swine	Market
108	1/13/2026 - 1/19/2026	Alberta 4H Club	Swine	Market
109	1/20/2026 - 1/26/2026	Alberta 4H Club	Swine	Market
110	1/27/2026 - 1/33/2026	Alberta 4H Club	Swine	Market
111	1/34/2026 - 1/30/2026	Alberta 4H Club	Swine	Market
112	1/31/2026 - 2/6/2026	Alberta 4H Club	Swine	Market
113	2/7/2026 - 2/13/2026	Alberta 4H Club	Swine	Market
114	2/14/2026 - 2/20/2026	Alberta 4H Club	Swine	Market
115	2/21/2026 - 2/27/2026	Alberta 4H Club	Swine	Market
116	2/28/2026 - 3/4/2026	Alberta 4H Club	Swine	Market
117	3/5/2026 - 3/11/2026	Alberta 4H Club	Swine	Market
118	3/12/2026 - 3/18/2026	Alberta 4H Club	Swine	Market
119	3/19/2026 - 3/25/2026	Alberta 4H Club	Swine	Market
120	3/26/2026 - 3/32/2026	Alberta 4H Club	Swine	Market
121	3/33/2026 - 3/29/2026	Alberta 4H Club	Swine	Market
122	3/30/2026 - 3/36/2026	Alberta 4H Club	Swine	Market
123	3/37/2026 - 3/33/2026	Alberta 4H Club	Swine	Market
124	3/34/2026 - 3/30/2026	Alberta 4H Club	Swine	Market
125	3/31/2026 - 3/37/2026	Alberta 4H Club	Swine	Market
126	3/38/2026 - 3/34/2026	Alberta 4H Club	Swine	Market
127	3/35/2026 - 3/31/2026	Alberta 4H Club	Swine	Market
128	3/32/2026 - 3/38/2026	Alberta 4H Club	Swine	Market
129	3/39/2026 - 3/35/2026	Alberta 4H Club	Swine	Market
130	3/36/2026 - 3/32/2026	Alberta 4H Club	Swine	Market
131	3/33/2026 - 3/39/2026	Alberta 4H Club	Swine	Market
132	3/40/2026 - 3/36/2026	Alberta 4H Club	Swine	Market
133	3/37/2026 - 3/33/2026	Alberta 4H Club	Swine	Market
134	3/34/2026 - 3/40/2026	Alberta 4H Club	Swine	Market
135	3/41/2026 - 3/37/2026	Alberta 4H Club	Swine	Market
136	3/38/2026 - 3/44/2026	Alberta 4H Club	Swine	Market
137	3/45/2026 - 3/41/2026	Alberta 4H Club	Swine	Market
138	3/42/2026 - 3/48/2026	Alberta 4H Club	Swine	Market
139	3/49/2026 - 3/45/2026	Alberta 4H Club	Swine	Market
140	3/50/2026 - 3/56/2026	Alberta 4H Club	Swine	Market
141	3/57/2026 - 3/53/2026	Alberta 4H Club	Swine	Market
142	3/54/2026 - 3/60/2026	Alberta 4H Club	Swine	Market
143	3/61/2026 - 3/57/2026	Alberta 4H Club	Swine	Market
144	3/58/2026 - 3/64/2026	Alberta 4H Club	Swine	Market
145	3/65/2026 - 3/61/2026	Alberta 4H Club	Swine	Market
146	3/62/2026 - 3/68/2026	Alberta 4H Club	Swine	Market
147	3/69/2026 - 3/65/2026	Alberta 4H Club	Swine	Market
148	3/70/2026 - 3/76/2026	Alberta 4H Club	Swine	Market
149	3/77/2026 - 3/73/2026	Alberta 4H Club	Swine	Market
150	3/74/2026 - 3/80/2026	Alberta 4H Club	Swine	Market
151	3/81/2026 - 3/77/2026	Alberta 4H Club	Swine	Market
152	3/82/2026 - 3/88/2026	Alberta 4H Club	Swine	Market
153	3/89/2026 - 3/85/2026	Alberta 4H Club	Swine	Market
154	3/86/2026 - 3/92/2026	Alberta 4H Club	Swine	Market
155	3/93/2026 - 3/89/2026	Alberta 4H Club	Swine	Market
156	3/94/2026 - 3/100/2026	Alberta 4H Club	Swine	Market
157	3/101/2026 - 3/97/2026	Alberta 4H Club	Swine	Market
158	3/102/2026 - 3/108/2026	Alberta 4H Club	Swine	Market
159	3/109/2026 - 3/105/2026	Alberta 4H Club	Swine	Market
160	3/110/2026 - 3/116/2026	Alberta 4H Club	Swine	Market
161	3/117/2026 - 3/113/2026	Alberta 4H Club	Swine	Market
162	3/114/2026 - 3/120/2026	Alberta 4H Club	Swine	Market
163	3/121/2026 - 3/117/2026	Alberta 4H Club	Swine	Market
164	3/122/2026 - 3/128/2026	Alberta 4H Club	Swine	Market
165	3/129/2026 - 3/125/2026	Alberta 4H Club	Swine	Market
166	3/130/2026 - 3/136/2026	Alberta 4H Club	Swine	Market
167	3/137/2026 - 3/133/2026	Alberta 4H Club	Swine	Market
168	3/134/2026 - 3/140/2026	Alberta 4H Club	Swine	Market
169	3/141/2026 - 3/137/2026	Alberta 4H Club	Swine	Market
170	3/142/2026 - 3/148/2026	Alberta 4H Club	Swine	Market
171	3/149/2026 - 3/145/2026	Alberta 4H Club	Swine	Market
172	3/150/2026 - 3/156/2026	Alberta 4H Club	Swine	Market
173	3/157/2026 - 3/153/2026	Alberta 4H Club	Swine	Market
174	3/154/2026 - 3/160/2026	Alberta 4H Club	Swine	Market
175	3/161/2026 - 3/157/2026	Alberta 4H Club	Swine	Market
176	3/162/2026 - 3/168/2026	Alberta 4H Club	Swine	Market
177	3/169/2026 - 3/165/2026	Alberta 4H Club	Swine	Market
178	3/170/2026 - 3/176/2026	Alberta 4H Club	Swine	Market
179	3/177/2026 - 3/173/2026	Alberta 4H Club	Swine	Market
180	3/174/2026 - 3/180/2026	Alberta 4H Club	Swine	Market
181	3/181/2026 - 3/177/2026	Alberta 4H Club	Swine	Market
182	3/182/2026 - 3/188/2026	Alberta 4H Club	Swine	Market
183	3/189/2026 - 3/185/2026	Alberta 4H Club	Swine	Market
184	3/190/2026 - 3/196/2026	Alberta 4H Club	Swine	Market
185	3/197/2026 - 3/193/2026	Alberta 4H Club	Swine	Market
186	3/194/2026 - 3/200/2026	Alberta 4H Club	Swine	Market
187	3/201/2026 - 3/197/2026	Alberta 4H Club	Swine	Market
188	3/202/2026 - 3/208/2026	Alberta 4H Club	Swine	Market
189	3/209/2026 - 3/205/2026	Alberta 4H Club	Swine	Market
190	3/210/2026 - 3/216/2026	Alberta 4H Club	Swine	Market
191	3/217/2026 - 3/213/2026	Alberta 4H Club	Swine	Market
192	3/214/2026 - 3/220/2026	Alberta 4H Club	Swine	Market
193	3/221/2026 - 3/217/2026	Alberta 4H Club	Swine	Market
194	3/222/2026 - 3/228/2026	Alberta 4H Club	Swine	Market
195	3/229/2026 - 3/225/2026	Alberta 4H Club	Swine	Market
196	3/230/2026 - 3/236/2026	Alberta 4H Club	Swine	Market
197	3/237/2026 - 3/233/2026	Alberta 4H Club	Swine	Market
198	3/234/2			

## JUNE / JULY

- The Best of Grass & Herd Health, Nutrition Management

## AUGUST

- Custom Feedlot Guide

- Women in Agriculture

## SEPTEMBER / OCTOBER

- Auction Market Guide

## NOVEMBER

- Environment & Sustainability

# DECEMBER

- Looking back, looking ahead



**SHE GREW UP ON A FARM**

Now she helps others grow theirs.

For Tracy Wellerback, agriculture isn't just something her family has done for generations. It's a way of life. She's a second-order and third-generation farmer. Her great-great-grandparents started the farm in 1880, and her great-grandparents, parents of her dad, started the farm in 1910. Tracy's dad, Jim, and his wife, Linda, started their farm in 1978. Tracy and her husband, Matt, started their family in 2005. Currently, Tracy and Matt farm 1,200 acres in the Redwood Falls area.

Tracy's family farm grows corn, soybeans, and small grains. They also raise cattle and hogs. Tracy's dad, Jim, is a retired 30-year hog breeding producer, co-owner, marketing consultant, and a member of the Minnesota Pork Producers Association.

"I know what it's like to need to begin farm marketing and marketing your products," says Tracy. "I know what it's like to have to learn how to do it, and I know what it's like to have to learn how to do it over and over again over the years, and that's where your financial partner really matters."

As a Servis First employee, Tracy is part of a team that helps farm families succeed. Tracy's team helps farmers manage their cash flow, helps them manage their cash flow, helps them manage their cash flow, and many more. Tracy's team also helps farmers manage their cash flow, helps them manage their cash flow, and many more. Tracy's team also helps farmers manage their cash flow, helps them manage their cash flow, and many more.

"Our members come in at all ages, goals, and we help them with their financial needs," says Tracy. "We help them with their financial needs, we help them with their financial needs, we help them with their financial needs, and many more."

After Tracy graduated from college, she worked in the financial industry for 10 years. She then joined Servis First in 2010. Tracy's team helps farmers manage their cash flow, helps them manage their cash flow, helps them manage their cash flow, and many more.

"We understand what it's like when the next harvest is off, and we understand what it's like when the next harvest is off, and we understand what it's like when the next harvest is off, and many more."

From the service center to the financial institution, Tracy is part of a team that helps farmers succeed. Tracy is part of a team that helps farmers succeed, and many more.

*"This is more than a job, it's my community."*



# ALBERTA BEEF MAGAZINE RETAIL RATE CARD 2025/2026

All quoted rates are in Canadian currency, net rates. Gross rates: add 15%. Prices do not include GST.

Closing dates are approximately the 15th of the preceding month. Effective September 1, 2025 to August 31, 2026.

## 2025/2026 ABM RATE CARD - RATES INCLUDE FULL COLOUR

	1X	6X	11X
1/6	\$1,204	\$944	\$847
1/4	\$1,418	\$1,229	\$1,107
1/3	\$1,856	\$1,658	\$1,428
1/3 horz	\$1,984	\$1,785	\$1,612
Super 1/2	\$2,407	\$2,193	\$1,958
1/2	\$2,122	\$1,928	\$1,718
2/3	\$2,305	\$2,080	\$1,770
Full	\$3,432	\$3,157	\$2,713
Inside Covers	\$3,794	\$3,366	\$2,984
Outside Back Cover	\$4,208	\$3,743	\$3,398
Double Page Spread	\$6,232	\$5,661	\$4,993

### BUSINESS CARDS

Spot colour: \$50 Full colour: \$100

	Single	Double
6X B/W	\$546	\$1,086
11X B/W	\$959	\$1,907

2/3 Page Horizontal  
7" x 6.25"

Full Page Image Area  
7" x 9.5"

Full Page Trim  
8" x 10.5"  
(add 1/4" bleed)

Double Page Spread  
Image Area  
15" x 9.5"

Double Page Spread Trim  
16" x 10.5"  
(add 1/4" bleed)

2/3 Page Vertical  
4.583" x 9.5"

1/2 Page Vertical  
3.375" x 9.5"

1/3 Page  
Vertical  
2.167"  
x  
9.5"

1/3 Page Horizontal 7" x 3"

1/2 Page Horizontal  
7" x 4.625"

1/3 Page Square  
4.583" x 4.625"

1/2 Page Island  
4.583" x 7"

Business Card  
2.167" x 1"  
Double  
Business Card  
2.167" x 2"

1/4 Page  
3.375"  
x 4.625"

1/6 Page  
Vertical  
2.167"  
x  
4.625"

1/6 Page  
Horizontal  
4.583" x 2.167"

TOP SPOT  
1.5" w x  
1.75" h

**SAVE  
UP TO 25%\***

Alberta Beef Magazine reaches 7,000 Alberta beef producers with each edition. When you bundle your Alberta Beef Magazine advertising with our sister publication, Beef Illustrated, you not only save up to 25% on the Beef Illustrated advertising, you also reach an additional 11,000 beef producers (6,000 producers in Alberta and 5,000 producers in Saskatchewan). The combined circulation of Alberta Beef Magazine and Beef Illustrated delivers 18,000 qualified beef producers.

That's value like no other publications can offer.

\*Does not apply to Beef Illustrated Super Half Pages.

\*Readership of Alberta Beef Magazine is unduplicated to the Beef Illustrated delivery.

\*Cannot be combined with any other offers or discounts.

### A Full Page Story Package!

Perfect for Cattle Operations and Corporate Profiles.

Includes headline, 600 words of a professionally written story on your business or operation, picture/s and a 1/4 page ad space. \$2875 net.

### FILE SUBMISSION

• Images must be saved as PDF, tiff, EPS or jpeg at a minimum of 266 dpi. (eps files must have type converted to outlines). Incorrect sizing or specifications of ads will result in an additional charge based on \$60.00 hour.

• Client sending the file accepts responsibility for the accuracy of text and quality of all images. We are able to reproduce any layout if provided with a hard copy, fonts and original images/document.

If you have any questions about our electronic file standards please call 403-250-1090.

Image ..... 7" x 9.5"  
Final Trim ..... 8" x 10.5"  
Bleed ..... .25"  
Printing process ..... Web  
Resolution ..... 266 DPI

PO Box 76070, RPO Millrise, Calgary, AB T2Y 2Z9  
P 403-250-1090  
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### Front Cover Banner 7" x 1.25"

1 - 3 X 4 - 6 X 7 - 9 X 10 - 11 X  
\$2060 \$1965 \$1910 \$1770

1 - 3 X 4 - 6 X 7 - 9 X 10 - 11 X  
\$875 \$835 \$800 \$755

### MINIMUM BUY MAXIMUM BUY

Minimum buy = 2 editions. Total = \$860 (\$430 per insertion)

Maximum buy = 5 editions. Total = \$1580 (\$310 per insertion)