



## E-BLASTS

A great way to reach more clients!  
Broadcasting to 1900 BEEF producers.  
See page 2 for details.

## SAVE UP TO 30%

Bundle Beef Illustrated ads with Alberta Beef Magazine and save up to 30% on Beef Illustrated. See page 2 for details.

# OUR READERS ARE YOUR CUSTOMERS!

Advertising dollars must be effective and targeted directly to your customers. Your customers are our readers and we give you them in spades!

With Beef Illustrated, 100% of advertising expenditures are effectively reaching a potential buyer for bulls ... plus essential equipment to run a beef operation such as tractors, balers, spreaders, trailers, cattle feeders, waterers and water systems, seeders ... plus seeds, feed, supplements, fertilizers, animal health products ... and, not to forget trucks, ATVs, squeeze and loading chutes, horses, fencing, panels and much more!

- Targeted only to beef producers with extensive coverage of the beef industry in Alberta and Saskatchewan;
- No wasted circulation to farm homes not in the beef business;
- Delivered by addressed mail ONLY.

## A Special Marketing Opportunity.

Tell our readers your story through one of Beef Illustrated editorial packages with headlines, pictures plus an ad showcasing your products and services. We'll do the interview and bring forward the important details of your operation/business. All packages include design and full colour.

### Front Cover:

Starting on the front cover with headline and picture, your story completes on the inside with up to two more pictures plus a half page advertisement. Story length: 1200 words approximately. \$2675 Net, Cdn.

### Section Section Front\*:

\*Available only on special sized Beef Illustrated editions. Ask your representative for details! Beginning on the front of the second section with headline and picture, your story continues on the inside with a half page advertisement. Story length, approx. 1200 words. \$2525 Net Cdn..

### Inside Story:

Your story, with headline and picture, plus a 1/4 page advertisement is featured on the inside pages of Beef Illustrated. Story length: 1000 words approximately. \$2140. Net, Cdn.

### New! Double Page Story Package:

A striking and inviting double page story spread designed to tell your 1200 word story with headline and pictures and a built in half page advertisement! \$2495 net Cdn.



# 2020/2021 Beef Illustrated Ad Sizes, Dimensions, Pricing.

Effective September 1, 2020 . All quoted rates are "Net" Canadian currency and does not include GST. Gross rates: add 15%.

Rates include full colour unless otherwise noted.	1x	4x	7x
Full page	\$2,120	\$1,930	\$1,820
½ page vertical or horizontal	\$1,495	\$1,380	\$1,300
Super ½ page	\$1,800	\$1,720	\$1,665
1/4 page	\$1,050	\$970	\$910
1/6 page	\$895	\$815	\$760
<b>Front Cover Special Positions. Includes full colour.</b>			
Front Cover Banner	\$840		
Front Cover Ear Lugs	\$385		
Front Cover Story Package	\$2,675		
Section Front Story Package	\$2,475		
Inside Story Package	\$2,140		
Double Page Story Package	\$2495		

## Business Cards

	Black White	One spot	Full Colour
7x Single	\$540	\$590	\$645
7x Double	\$1080	\$1135	\$1185

## E-BLASTS

### A GREAT WAY TO REACH MORE CLIENTS!

Readily accepted by recipients due to high trust level from more than 29 years of publishing for and about the beef producers of Alberta and Saskatchewan.

All Alberta Beef Magazine and Beef Illustrated ads can be e-Blast ads! Ask your sales representative for details!

## BUDGET SENSITIVE!

### Word Ads: \$120

Allows approx. 75 words that can include full description of your product/services, contact information and a full colour logo.

### Camera Ready Ads Supplied To Us:

A camera ready ad that has not published with us and is supplied to us camera ready:

4.5625" x 2.25" ... \$185

4.5625" x 4.8125" ... \$245



## MECHANICALS

Double Page Centre Spread.....21.5" x 15.75"  
(Includes the gutter width)

Full Page..... 5 col. (10.25") x 15.75"

Super 1/2 Page Horizontal..... 4 col (8.15") x 10"

1/2 Page Horizontal..... 5 col (10.25") x 7.375"

1/2 Page Vertical..... 2.5 col (5") x 15"

1/4 Page..... 2.5 col (5") x 7.375"

1/6 Page Horizontal..... 3 col (6") x 4.8125"

1/6 Page Vertical..... 2 col (4") x 7.375"

Front Cover Banner..... 3 col (6") x 3.25"

Front Cover Ear Lugs..... (3.95") x 1.375"

Business Directory ads..... 1.5 col (3.25") x 1.5"

IMAGE - 10.25" x 15.75"

Bleeds - No bleeds

Column Width - 1.85"

No. of Columns - 5

Printing Process - Web

Custom sizes are sold at:  
Custom sizes are sold at \$65  
per column inch based on  
5 columns wide (1.85" per  
column) x 15.75" deep.

Deadline is the second week of each preceding month.  
Publishing: Jan., Feb., Mar., Apr., Sept., Oct., Nov.

## 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.

### Special Production Instructions:

When creating black and white ads, ensure that the ad is created using plain black and not four colour or rich black. All images need to be converted to black and white.

In order to avoid registration and dot gain issues when printing on newsprint, attention must be given to small type. Ensure that all black type, even in four colour ads, is created using plain black. Avoid using colour backgrounds with small reverse white type.

## SAVE UP TO 30% \* Bundle your Beef Illustrated ad with Alberta Beef Magazine and save up to 30% on Beef Illustrated advertising.

Combine Beef Illustrated and Alberta Beef Magazine and you will not only save up to 30% on Beef Illustrated advertising, but you will reach 18,000 beef producer readers!

The combined circulation delivers unsurpassed, unduplicated reach to the largest number of qualified beef producers in Alberta and Saskatchewan. Alberta Beef Magazine 7,000 copies; Beef Illustrated 6,000 copies in Alberta and 5,000 copies in Saskatchewan. That's value like no other publications can offer.

*For more information, call a representative today:*

PO Box 76060, RPO Millrise, Calgary, AB. T2Y 2Z9

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