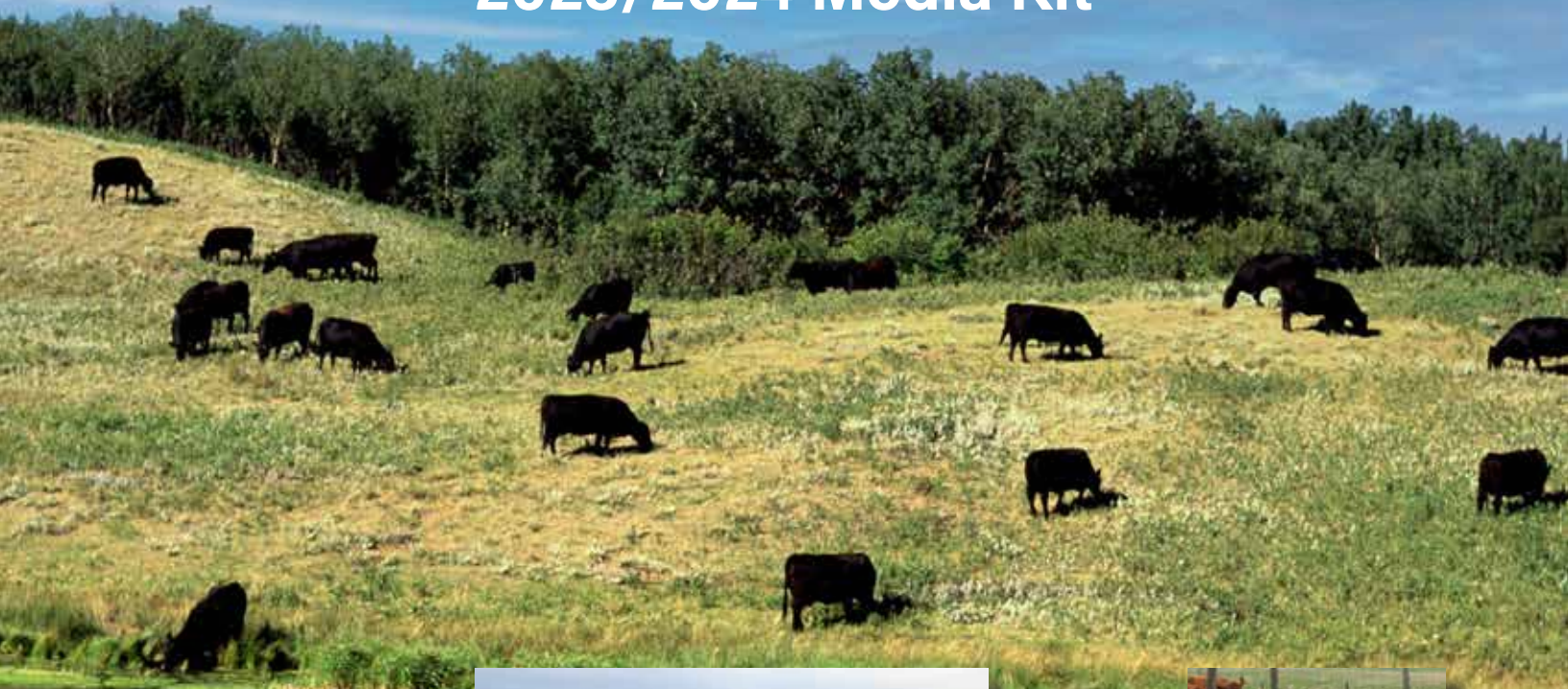


BEEF



illustrated

2023/2024 Media Kit



▪ **30+ Years Of Extensive Coverage of the Beef Industry in Alberta and Saskatchewan**

- Targeted Only To Beef Producers ▪ No Wasted Circulation
- Over 85% ad response ▪ Delivered by addressed mail only

Your Story ...

Told To Beef Illustrated's 11,000 Beef Producer Readers!

Three Story Packages to choose from.

our story starts with interviews and conversation with Beef Illustrated's professional writers that brings out the important details of your operation/business. The Package includes headlines, pictures, full colour design plus a half page advertisement!

Front Cover Story Package:

The Front Cover Story Package begins on the Beef Illustrated front cover with headline and picture/s and completes on the inside with up to two more photos plus a half page advertisement. Story length: approximately 1200 words. \$2,850.



Beef Illustrated delivers 100% effective use of every dollar spent to reach your customers – beef producers.

100% TARGETED CIRCULATION

Delivered By Addressed Mail Only

Inside Story Package:

This Inside Story Package is featured on the inside pages of Beef Illustrated with headline, picture/s and includes a quarter page advertisement. Story length: approximately 1000 words. \$2330.

Double Page Story Package:

A striking and impressive double page spread designed to tell your 1200 word story and include headlines, pictures and a half page advertisement included within the double page spread. \$2665.



E-BLASTS

E-Blasts easily and efficiently add frequency to your advertising campaigns. All Beef Illustrated advertisements seamlessly convert to e-Blast ads with no extra production costs. Beef Illustrated has published for the beef producers of Alberta and Saskatchewan for 30+ years and has garnered tremendous trust from our readers who view this communication/e-Blasts as trusted, informative and necessary. Ask your sales representative for more details, costs and schedules.

BANNERS AND EAR LUGS

Ear lugs, per insertion: Single - \$420 Double - \$830
Banners, per insertion: \$890



2023/2024 Beef Illustrated Ad Sizes, Dimensions, Pricing.

Effective September 1, 2023 to April 30, 2024. 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	\$2,200	\$2,005	\$1,890
½ page vertical or horizontal	\$1,595	\$1,475	\$1,390
Super ½ page		\$1,775	
1/4 page	\$1,115	\$1,035	\$975
1/6 page	\$955	\$870	\$810
Front Cover Special Positions. Includes full colour.			
Front Cover Banner	\$890		
Front Cover Ear Lugs	Single \$420 Double \$830		
Business Cards	Spot Colour: \$50	7X Single \$565	7X Double \$11130
	Full colour: \$100		
Front Cover Story Package	\$2,850		
Inside Story Package	\$2,330		
Double Page Story Package	\$2,665		

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 files 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

IMPORTANT PRODUCTION MESSAGE!

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.

Utilizing Beef Illustrated and Alberta Beef Magazine will not only save up to 30% of the Beef Illustrated cost but you will be reaching 18,000 beef producer readers! The combined circulation delivers unsurpassed, unduplicated reach to the largest number of qualified beef producers in Alberta and Saskatchewan.

For more information, call a representative today:

PO Box 76060, RPO Millrise, Calgary, AB. T2Y 2Z9
 P: 403-250-1090 | www.beefnews.com | beefmags@gmail.com