

The Canadian Jersey Breeder

Since 1945, the Canadian Jersey Breeder has been the medium of the Jersey producer, with information and advertising targeted to that audience. Currently, the Jersey Breeder is published five (5) times per year, with issues for January/February, March/April, June/July, September/October, and November/December.

Our magazine has a total distribution of approximately 1300 subscribers, plus use in direct mailings to new breeders. Most subscribers are Canadian, but there are about 250 sent internationally, primarily to the United States.

Advertising Rates

ADVERTISING RATES

Full page	\$ 295
3/4 page	255
2/3 page	230
1/2 page	190
1/3 page	150
1/4 page	135
1/6 page	110
1 col x 4	150
1 col x 3	125
1 col x 2	95
1 col x 1	70
Business Card	95

Additional Charges

Black and white photographs.....	10.00
Colour photographs.....	20.00

Spot colour page (plus ad rate).....	180.00
Spot colour 1/2 page (plus ad rate).....	90.00
Full colour per page (plus ad rate).....	400.00
Full colour 1/2 page (plus ad rate).....	200.00

Custom Design.....30.00 per hour
(does not include ads for Breeder, which is included in the page cost)

Polybagging and outserts - inquire for details

MECHANICAL REQUIREMENTS

Advertising Sizes:

Full Page	7-1/2" x 10"
2/3 Page2 col x 10"
.....	.3 col x 6-2/3"
1/3 Page1 col x 10"
.....	1-1/2 col x 6-2/3"
.....	.2 col x 5"
.....	.3 col x 3-1/3"
1/6 Page1 col x 5"
.....	1-1/2 col x 3-1/3"
.....	.2 col x 2-1/2"
.....	.3 col x 1-2/3"
1/2 Page	1-1/2 col x 10"
.....	.2 col x 7-1/2"
.....	.3 col x 5"
1/4 Page1 col x 7-1/2"
.....	1-1/2 col x 5"
.....	.2 col x 3-3/4"
.....	.3 col x 2-1/2"

Other Specifications:

Trim Size	8-1/2 x 11
Bleed Page	8-3/4 x 11-1/4
Column width	2-5/16, 3 cols
Printing Process	offset
Binding Method	saddle stitched

The Canadian Jersey Breeder magazine is created using Quark XPress, Adobe Photoshop and Adobe Illustrator for Macintosh. If your system is compatible, we are happy to receive your ad digitally. Digital files should include all necessary images and print fonts and can be sent by CD or email.

For more information:

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