

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 six (6) times per year, with issues for February/March, April/May, June/July, August/September, October/November, and December/January.

Our magazine has a total distribution of approximately 1500 subscribers, plus use in direct mailings to new breeders. Most subscribers are Canadian, but there are about 300 sent internationally, primarily to the United States.

Advertising Rates

ADVERTISING RATES

	Black & White	Colour
Full page	\$500	\$850
3/4 page	\$425	\$725
2/3 page	\$400	\$675
1/2 page	\$350	\$550
1/3 page	\$300	\$450
1/4 page	\$275	\$400
1/6 page	\$200	\$300
Business Card	\$75	---
Page Premium*	\$50/pg	\$50/pg
Photos	\$10	\$20
Polybagging and inserts Inquire for details		

* Page premium applies when requesting a specific placement in the magazine (back cover, etc)

MECHANICAL REQUIREMENTS

Advertising Sizes:

Full Page7-1/2" x 10"
Full Page Bleed8-1/2" x 11"
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 Page1-1/2 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.

Contract Advertising

6 full colour page ads or more over 6 issues:	15% discount
3 full pages ads or more over 6 issues:	10% discount

Booking Deadline Copy Deadline

Feb/Mar issue:	Jan 23	Jan 30th
Apr/May issue:	Mar 13	Mar 20
Jun/July issue:	May 8	May 22
Aug/Sept issue:	July 13	July 24
Oct/Nov issue:	Sept 11	Sept 28
Dec/Jan issue:	Nov 16	Nov 27

For more information:

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