

BEEF *in* BC MAGAZINE

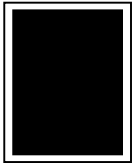
Proud to be the voice of British Columbia's beef cattle industry

ADVERTISING CONTACT: Bob Somers
 Cell (778) 938-8393 Email: ads@beefinbc.ca or bobsomers@telus.net

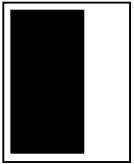
ADVERTISING RATES 2021



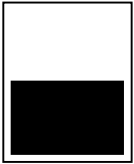
Full Page with Bleeds
 (8.375" w x 11" h)
 Black & White \$ 675
 One Colour \$ 775
 Full Colour \$1025



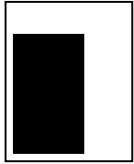
Full Page
 (7 3/4" w x 10" h)
 Black & White \$ 675
 One Colour \$ 775
 Full Colour \$1025



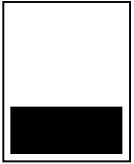
2/3 Vertical
 (4 3/4" w x 10" h)
 Black & White \$ 440
 One Colour \$ 525
 Full Colour \$ 740



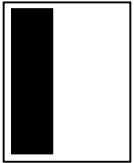
1/2 Horizontal
 (7 3/4" w x 5" h)
 Black & White \$ 360
 One Colour \$ 415
 Full Colour \$ 560



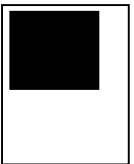
1/2 Island
 (4 3/4" w x 7 1/2" h)
 Black & White \$ 360
 One Colour \$ 415
 Full Colour \$ 560



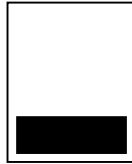
1/3 Horizontal
 (7 3/4" w x 3 1/2" h)
 Black & White \$ 250
 One Colour \$ 295
 Full Colour \$ 400



1/3 Vertical
 (2 1/4" w x 10" h)
 Black & White \$ 250
 One Colour \$ 295
 Full Colour \$ 400



1/3 Box
 (4 3/4" w x 5" h)
 Black & White \$ 250
 One Colour \$ 295
 Full Colour \$ 400



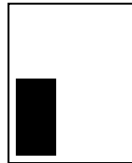
1/4 Horizontal
 (7 3/4" w x 2 1/2" h)
 Black & White \$ 210
 One Colour \$ 260
 Full Colour \$ 360



1/4 Box
 (4 3/4" w x 3 3/4" h)
 Black & White \$ 210
 One Colour \$ 260
 Full Colour \$ 360



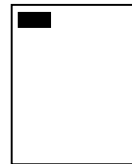
1/6 Horizontal
 (4 3/4" w x 2 1/2" h)
 Black & White \$ 150
 One Colour \$ 190
 Full Colour \$ 300



1/6 Vertical
 (2 1/2" w x 4 3/4" h)
 Black & White \$ 150
 One Colour \$ 190
 Full Colour \$ 300



Business Card
 (3 1/2" w x 2" h)
 Black & White \$ 100



Breed Directory
 (2 1/4" w x 1" h)
 Black & White \$ 30

2 -Page Spread \$ 2000

Inside Front Cover
 Black & White \$ 825
 One Colour \$ 925
 Full Colour \$1175

Inside Back Cover
 Black & White \$ 825
 One Colour \$ 925
 Full Colour \$1175

Outside Back Cover
 Black & White \$ 950
 One Colour \$ 1050
 Full Colour \$1300

INSERTS
 Up to 50 grams \$ 750
 51 -80 grams \$ 1000
 81-100 grams \$1 250

Inserts over 100 grams may be considered at the discretion of the Editor. Inserts are pre-printed and supplied to directly to a third party mail house.

ADDITIONAL CHARGES
 +10% Preferred position guarantee

AD DESIGN
 Advertisement design services are available and not included in the listed advertising rates. A 10% surcharge will be added for ad design or changes.

DISCOUNTS
 -15% Agency discount
 -10% 6 x year discount
 -5% BCCA member discount

TAXES
 5% GST is added to the above advertising rates.

CANCELLATION POLICY

We cannot accept cancellations after the ad submission deadline.

Cancellation of advertisements that have been set will be subject to production charge.

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ADVERTISING: Bob Somers: C(778) 938-8393 / ads@beefinbc.ca / bobsomers@telus.net
 OFFICE: #4 -10145 Dallas Dr., Kamloops, BC V2C 6T4 P 250-573-3611 / editor@beefinbc.ca

MECHANICAL REQUIREMENTS:

Advertisements being designed and sent electronically must meet the following criteria:

Files -- Should be submitted electronically and supplied in either Adobe (.pdf) or jpeg. Files must be high resolution.

Images -- All images must be high resolution (minimum 300dpi). Acceptable images files (jpeg, png, tiff).

DEADLINES:

	ADVERTISERS		MAILING
	AD SPACE BOOKING Deadline	AD SUBMISSION Deadline	MAIL DATE
JAN/FEB 2021	Nov 20, 2020	Nov 27, 2020	Dec 30, 2020
MAR/APR 2021	Jan 27, 2021	Feb 3, 2021	Feb 24, 2021
MAY/JUNE 2021	Mar 31, 2021	April 7, 2021	April 28, 2021
JULY/AUG 2021	June 9, 2021	June 16, 2021	July 7, 2021
SEPT/OCT 2021	Aug 4, 2021	Aug 11, 2021	Sept 1, 2021
NOV/DEC 2021	Sept 29, 2021	Oct 6, 2021	Oct 27, 2021
JAN/FEB 2022	Dec 1, 2021	Dec 8, 2021	Dec 30, 2021

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