



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

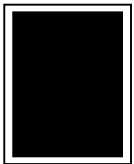
ADVERTISING RATES 2022



Full Page with Bleeds

(8.375" w x 11" h)

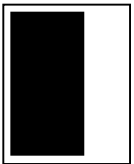
| | |
|---------------|--------|
| Black & White | \$ 675 |
| One Colour | \$ 775 |
| Full Colour | \$1025 |



Full Page

(7 3/4" w x 10" h)

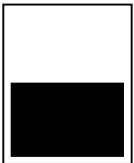
| | |
|---------------|--------|
| Black & White | \$ 675 |
| One Colour | \$ 775 |
| Full Colour | \$1025 |



2/3 Vertical

(4 3/4" w x 10" h)

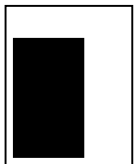
| | |
|---------------|--------|
| Black & White | \$ 440 |
| One Colour | \$ 525 |
| Full Colour | \$ 740 |



1/2 Horizontal

(7 3/4" w x 5" h)

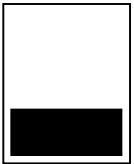
| | |
|---------------|--------|
| Black & White | \$ 360 |
| One Colour | \$ 415 |
| Full Colour | \$ 560 |



1/2 Island

(4 3/4" w x 7 1/2" h)

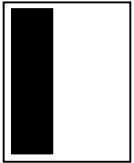
| | |
|---------------|--------|
| Black & White | \$ 360 |
| One Colour | \$ 415 |
| Full Colour | \$ 560 |



1/3 Horizontal

(7 3/4" w x 3 1/2" h)

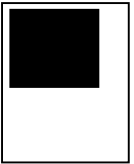
| | |
|---------------|--------|
| Black & White | \$ 250 |
| One Colour | \$ 295 |
| Full Colour | \$ 400 |



1/3 Vertical

(2 1/4" w x 10" h)

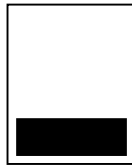
| | |
|---------------|--------|
| Black & White | \$ 250 |
| One Colour | \$ 295 |
| Full Colour | \$ 400 |



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)

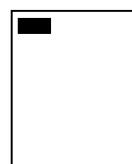
| | |
|---------------|--------|
| Black & White | \$ 150 |
| One Colour | \$ 190 |
| Full Colour | \$ 300 |



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 2022 | Dec 1, 2021 | Dec 8, 2021 | Dec 30, 2021 |
| MAR/APR 2022 | Feb 2, 2022 | Feb 9, 2022 | Mar 1, 2022 |
| MAY/JUNE 2022 | Mar 30, 2022 | April 6, 2022 | April 29, 2022 |
| JULY/AUG 2022 | June 8, 2022 | June 15, 2022 | July 6, 2022 |
| SEPT/OCT 2022 | Aug 3, 2022 | Aug 10, 2022 | Aug 31, 2022 |
| NOV/DEC 2022 | Sept 28, 2022 | Oct 5, 2022 | Oct 26, 2022 |
| JAN/FEB 2023 | Nov 30, 2022 | Dec 7, 2022 | Dec 30, 2022 |

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