



# 2011 BC Holstein Directory Advertising Rates

A new BC Holstein Directory is being prepared and we invite your company to be part of this reference issue.

The Directory will again be a high-quality publication printed on glossy paper with a spiral binding. This Directory is a reference issue for use by dairymen throughout the province and will be

distributed to Holstein breeders through the BC Holstein News, the BC Branch, Holstein clubs, and key advertisers and agri-businesses.

We are inviting agri-business firms to advertise in this Directory. The Directory is sent to every dairy shipper in the province of BC free of charge.

### ADVERTISING RATES

Full Page .....	\$1195
Half Page.....	\$850
1/3 Page.....	\$795
1/4 Page.....	\$675
1/8 Page.....	\$575
Back Cover.....	\$2885
Inside Front & Back Covers.....	\$2100

### AD SIZES

#### Width x Depth in inches

Full Page (Image Area).....	7.5 x 10
Half Page Horizontal .....	7.5 x 4.917
Half Page Vertical .....	3.667 x 10
1/3 Page.....	7.5 x 3.222
1/4 Page Horizontal .....	7.5 x 2.375
1/4 Page Vertical .....	3.667 x 4.917
1/8 Page.....	3.667 x 2.375

### COLOUR

Print black plus one accent colour (standard colour) .....	add \$180
Full process colour (4 colour).....	add \$575
Less than full page .....	add \$300

Prices based on camera ready material. If set up is required, additional charges will apply.

### MECHANICAL SPECIFICATIONS

This issue will be spiral bound. It is critical to keep all live text and images within the 7.5 x 10" image area!  
Full Page image area..... 7.5 x 10"  
Full Page finished trimmed size (for full bleed ads)..... 8.5 x 11"  
Add 1/4" all around for bleed.

Please send all materials to:

**BC Holstein News**  
35410 Anderson Avenue,  
Matsqui, BC V3G 1N4  
karen@holsteinnews.com

**Advertising Deadline:**  
**February 28, 2011**

