



2011 BC Holstein Directory Advertising Rates

Feature Your Herd in 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.

The Directory is *the* reference guide that potential buyers use when deciding where to look in BC for foundation Holsteins. Whether you are an established breeder, or a newer breeder still building your herd, advertising your Holstein herd makes good business sense!

Feature your best cows or cow families, or focus on your herd's outstanding performance, your breeding program, your past sales record, special cows or other achievements. Tell people about your herd and the people who manage the cows – you and your family. Be sure to include your herd name, full address, telephone and fax numbers, as well as your e-mail and website if you are online. We'll be pleased to help you put your ad together, just give us a call!

(604) 820-8431
 Email: chris@holsteinnews.com

ADVERTISING RATES

Full Page	\$875
Half Page.....	\$725
1/3 Page.....	\$650
1/4 Page.....	\$575
1/8 Page.....	\$450
Inside Front & Back Covers.....	\$2000

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

Price listed includes set-up fees (HST not included)

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
 chris@holsteinnews.com

**Advertising
 Deadline:
 February 28, 2011**

