



Advertising Rates

Tabloid-size newspaper, four columns, 2.375 inches wide.
 Full Page Image Area: 10 inches wide by 15 inches deep.
 All rates quoted are net rates. Rates effective January, 2011.
 BC Holstein News is published bi-monthly.

ADVERTISING RATES	
Full Page	\$775
Half Page.....	\$600
One Third Page	\$525
One Quarter Page	\$475
One Sixth Page.....	\$425
One Eighth Page.....	\$400

AD SIZES	Width x Depth
Full Page	10 x 15
Half Page Horizontal	10 x 7.416
One Third Page Horizontal	10 x 4.888
One Third Page Vertical.....	4.916 x 9.944
One Quarter Page Vertical.....	4.916 x 7.416
One Quarter Page Horizontal.....	10 x 3.625
One Sixth Page.....	4.916 x 4.888
One Eighth Page Horizontal	4.916 x 3.625
One Eighth Page Vertical	2.375 x 7.416

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

Billboard Ads	
Billboard Ads: Rates are for one year / five issues, and are billed at the time of first insertion.	
Small	2.375" W x 2.083" D..... \$495
Medium.....	4.916" W x 2.083" D..... \$595
Large.....	7.458" W x 2.083" D..... \$695
X-Large.....	10" W x 2.083" D..... \$795

Spot Colour:
 Highlight your advertisement with a splash of colour! Standard colours, (red, blue or green) are available at \$80 additional per ad.

Full Process Colour:
 Take your ad to the next level with full colour at \$300 additional per page. \$150 for ads less than a full page.

Inserts:
 Your flyer or brochure can be inserted and sent with the newspaper to every dairy farmer in BC for only \$500. You provide the flyers, we do the rest.

Circulation:
 Over 2000 newspapers distributed each issue throughout BC through our mailing list, at sales, shows and breed events, as well as at key advertisers and agri-businesses. The paper is mailed to all dairy producers in British Columbia free of charge.

Get the most out of your advertising dollars!
Your message will reach every dairy producer in BC at very reasonable rates.

* We also offer special discounts for contract ads. (Booking and prepaying your advertising for the year 5 issues).