



Advertising Rates

Special rates for BC Holstein Breeders & BC Holstein Clubs.
 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	\$675
Half Page.....	\$525
One Third Page	\$500
One Quarter Page	\$415
One Sixth Page.....	\$400
One Eighth Page.....	\$375

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

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.....	\$395
Medium.....	4.916" W x 2.083" D.....	\$495
Large.....	7.458" W x 2.083" D.....	\$595
X-Large.....	10" W x 2.083" D.....	\$695

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).