



# 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, 2010.  
 BC Holstein News is published bi-monthly.

## ADVERTISING RATES

Full Page .....	\$575
Half Page.....	\$425
One Third Page .....	\$400
One Quarter Page .....	\$315
One Sixth Page.....	\$300
One Eighth Page.....	\$275

## 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.....	2.375 x 10
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.....	\$295
Medium.....	4.916" W x 2.083" D.....	\$395
Large.....	7.458" W x 2.083" D.....	\$495
X-Large.....	10" W x 2.083" D.....	\$595

## 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 \$450. 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).