

# Advertising Rates

## BC Holstein News

Tabloid newspaper, published five times a year, in sync with the dairy industry's seasonal calendar.

- Bi-monthly display advertising.
- Pay as you go or save 10% through an annual buy - 5 issues

Full Colour	1x	5x
Full Page	\$1250	\$5625
Half Page Island	\$875	\$3938
Half Page Horizontal	\$825	\$3713
One Third Page	\$750	\$3375
One Quarter Page	\$675	\$3038
One Sixth Page	\$575	\$2588

One Spot Colour - Standard red, blue or green		
	1x	5x
Full Page	\$1025	\$4613
Half Page Island	\$795	\$3578
Half Page Horizontal	\$750	\$3375
One Third Page	\$675	\$3038
One Quarter Page	\$595	\$2678
One Sixth Page	\$495	\$2228

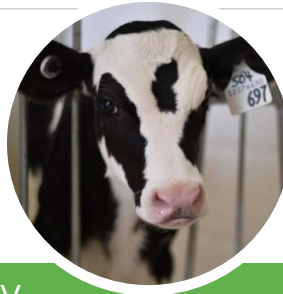
Black Only	1x	5x
Full Page	\$950	\$4275
Half Page Island	\$725	\$3263
Half Page Horizontal	\$675	\$3038
One Third Page	\$595	\$2678
One Quarter Page	\$525	\$2363
One Sixth Page	\$425	\$1913

Billboard Ads - Black only		
Rates are for one year / five issues, and are billed at the time of first insertion.		
Small	2.375" w x 2.083" d	\$575
Medium	4.916" w x 2.083" d	\$675
Large	7.458" w x 2.083" d	\$775
X-Large	10" w x 2.083" d	\$875

### Inserts

Mail your leaflet or brochure to every dairy farmer in BC for only \$550.

*You provide the flyers, we do the rest.*



**Book Five Issues and SAVE 10%**

## BC Holstein Annual Directory

Magazine-style format gloss publication, features four cover-weight section dividers and bound with durable spiral wire-O binding.

### Cover Positions

Outside Back	\$3550
Inside Front/Back	\$2775

### Tab Section Dividers - 6: FP, 4 Colour, cover weight stock \$1975

- |                            |                   |
|----------------------------|-------------------|
| 1. Farmer Owned & Operated | 4. Farm Maps      |
| 2. BC's Best               | 5. Reverse Lookup |
| 3. Farm Listings           | 6. Green Pages    |

### Display Ads

	4-Colour	One Spot Colour*	Black Only
Full Page	\$1870	\$1475	\$1295
Half Page	\$1350	\$1195	\$995
Quarter Page	\$1095	\$955	\$775
Eighth Page	\$895	\$795	\$595

\*Standard red, blue, green

### Green Pages Listings

Basic Listing – \$175

*Additional phone numbers are \$25 ea.*

*Green Page listings are free with the purchase of a display ad.*