

# *Commercial*

## RATE CARD 2023

### FULL COLOUR ADS

Ad Size	1 Time	2 Times	4 Times
Back Cover	\$1,600	\$3,040	\$5,440
Two-Page Spread	\$2,400	\$4,560	\$8,160
Full Page	\$1,400	\$2,660	\$5,100
1/2 Page	\$1000	\$1,900	\$3,400
1/4 Page	\$600	\$1,170	\$2,310
Business Cards	\$100	\$180	\$300

### NOTES:

- Premium ad space may be requested at an additional cost of \$100 for inside front and inside back covers. All other preferred ad placement requests will be accommodated where possible.
- Full payment for Business Card Ads is due upon first insertion.
- The Ontario Holstein Branch reserves the right to void any future space for which payment is not received OR if materials are not received by the deadline established.
- Cancellation of advertisements must be made in writing and received at the Branch office before the advertising deadline.
- All advertising copy is subject to approval by the Ontario Holstein Branch and will not be automatically published.
- Ad copy that resembles editorial copy will have the word "advertisement" placed at the top.



# FRESH. INNOVATIVE. INFORMATIVE.

## Editorial Schedule

Issue	Booking Deadline	Submission Deadline	Distribution Begins
Spring '23	March 10	March 17	April 24
Summer '23	June 9	June 16	July 24
Fall '23	September 8	September 15	October 23
Winter '24	December 8	December 15	January 29

## Planned Content

### SPRING 2023

- Master Breeder Profiles
- AGM Recap
- District Tour Recap

### FALL 2023

- World Dairy Expo Results
- County Show Results
- Junior Show Results

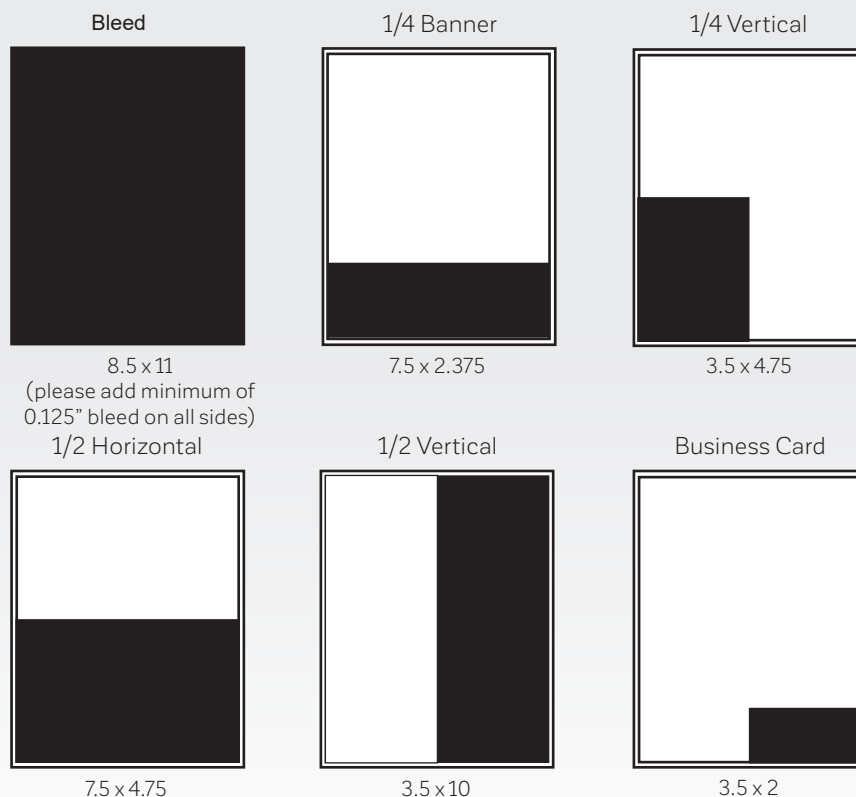
### SUMMER 2023

- Ontario Dairy Youth Winners
- Breeders' Cup Results
- Dairy Sen\$e

### WINTER 2023

- Royal Wrap-up
- All-Ontario Results
- District Tour Maps

## Ad Sizes



# *Breeder* RATE CARD 2023

## FULL COLOUR ADS WITH DESIGN

Ad Size	1 Time	2 Times	4 Times
Back Cover	\$1,400	\$2,660	\$4,760
Two-Page Spread	\$1,600	\$3,120	\$6,160
Full Page	\$900	\$1,660	\$3,275
1/2 Page	\$600	\$1,075	\$2,120
1/4 Page	\$400	\$685	\$1,350
Business Cards	\$100	\$180	\$300

### NOTES:

- The above rates include the design of your ad. Advertisers who do not require design services will receive a discount of 10% of the ad cost.
- Premium ad space may be requested at an additional cost of \$100 for inside front and inside back covers. All other preferred ad placement requests will be accommodated where possible.
- Volume discounts for two and four ad bookings will be applied on final invoice.
- Full payment for Business Card Ads is due upon first insertion.

## PROMOTIONS

Owner of the Grand Champion Cow at a county Holstein show will receive a one-time 10% off on a half or full page ad.\*

The top CanWest DHI Management Herd in each county will receive a one-time 10% off on a half or full page ad.\*

\*Note: Promotion will only be honoured for one year following the show or award. Please inform the Link Editor at time of booking.



# Publication Specifications

## MAGAZINE SPECIFICATIONS

Size: 8.5" x 11"

Live Area: minimum 1/4" inside trim

Bleed Area: minimum 1/8" beyond trim

## ACCEPTED FILE TYPES

The Link is created using Adobe® software on a Mac platform. If your system is capable, we are happy to receive your ad digitally in either a high-resolution PDF or JPG (minimum 300dpi)

## COLOUR

The publication is printed using a CMYK colour format. Please forward all files saved in a CMYK profile in order to ensure accuracy in print colour.

## PHOTOGRAPHS

Photos submitted to the publication must be a minimum resolution of 250 dpi (300 dpi is preferable) and saved as a JPG.

**IMPORTANT:** All photographs submitted must be accompanied by the photographer's information. If a photo contains a recognizable face, consent from that individual or their parent/guardian must also accompany the photo.

## CONTACT INFORMATION

### Publisher

Holstein Ontario

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