

RATE CARD 2024

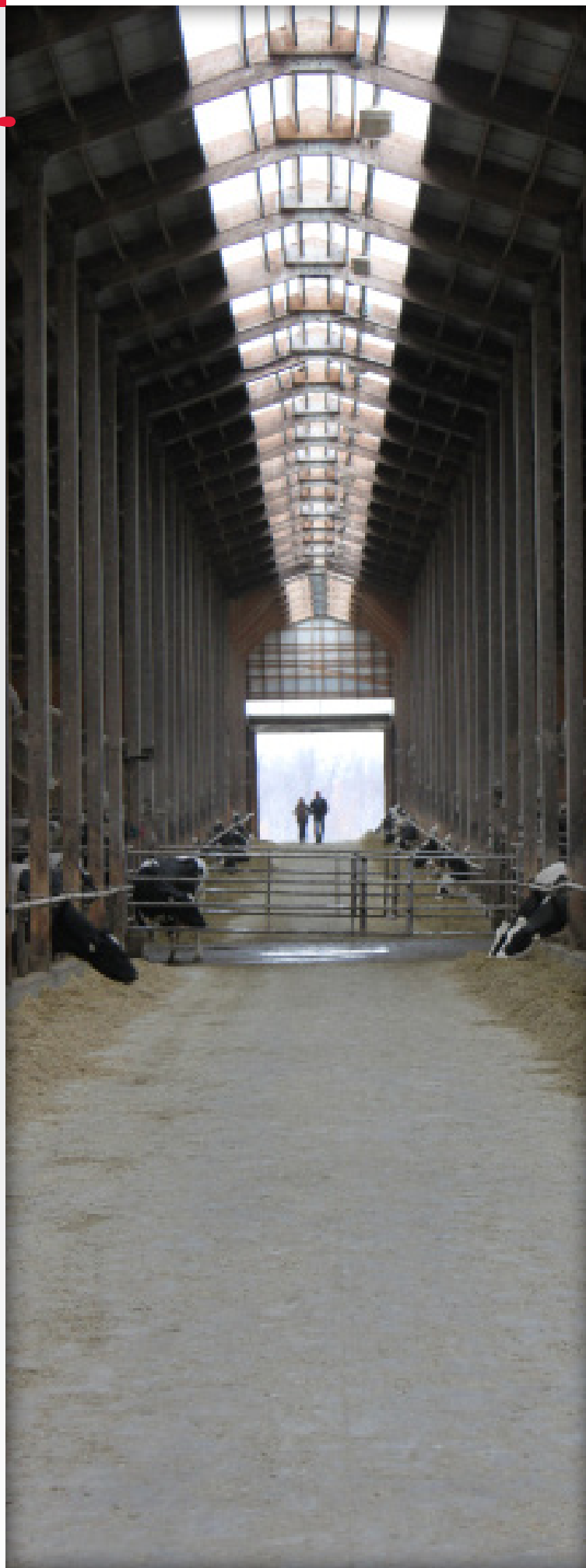
Commercial

FULL COLOUR ADS

Ad Size	1 Time	2 Times	4 Times
Back Cover	\$1,630	\$3085	\$5495
Two-Page Spread	\$2,500	\$4,700	\$8,320
Full Page	\$1,430	\$2,700	\$5,150
1/2 Page	\$1020	\$1,930	\$3,435
1/4 Page	\$615	\$1,190	\$2,335
Business Cards	\$105	\$185	\$305

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
Winter '24	December 8	December 15	January 15
Spring '24	March 11	March 18	April 22
Summer '24	June 10	June 17	July 27
Fall '24	September 9	September 16	October 23

Planned Content

WINTER 2024

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

SPRING 2024

- Master Breeders
- AGM Scheduling
- District Tour Recap

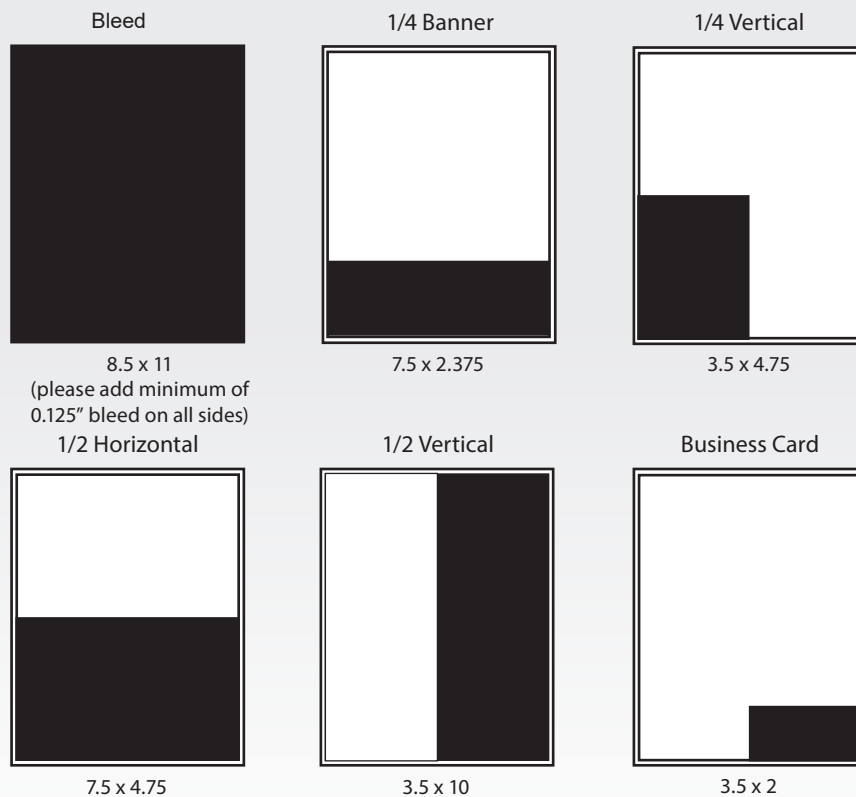
SUMMER 2024

- Ontario Dairy Youth Winners
- Breeders' Cup Results

FALL 2024

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

Ad Sizes



RATE CARD 2024

Producer

FULL COLOUR ADS WITH DESIGN

Ad Size	1 Time	2 Times	4 Times
Back Cover	\$1,430	\$2,670	\$4,810
Two-Page Spread	\$1,630	\$3,165	\$6,220
Full Page	\$870	\$1,685	\$3,310
1/2 Page	\$560	\$1,090	\$2,140
1/4 Page	\$360	\$695	\$1,365
Business Cards	\$105	\$185	\$305

NOTES:

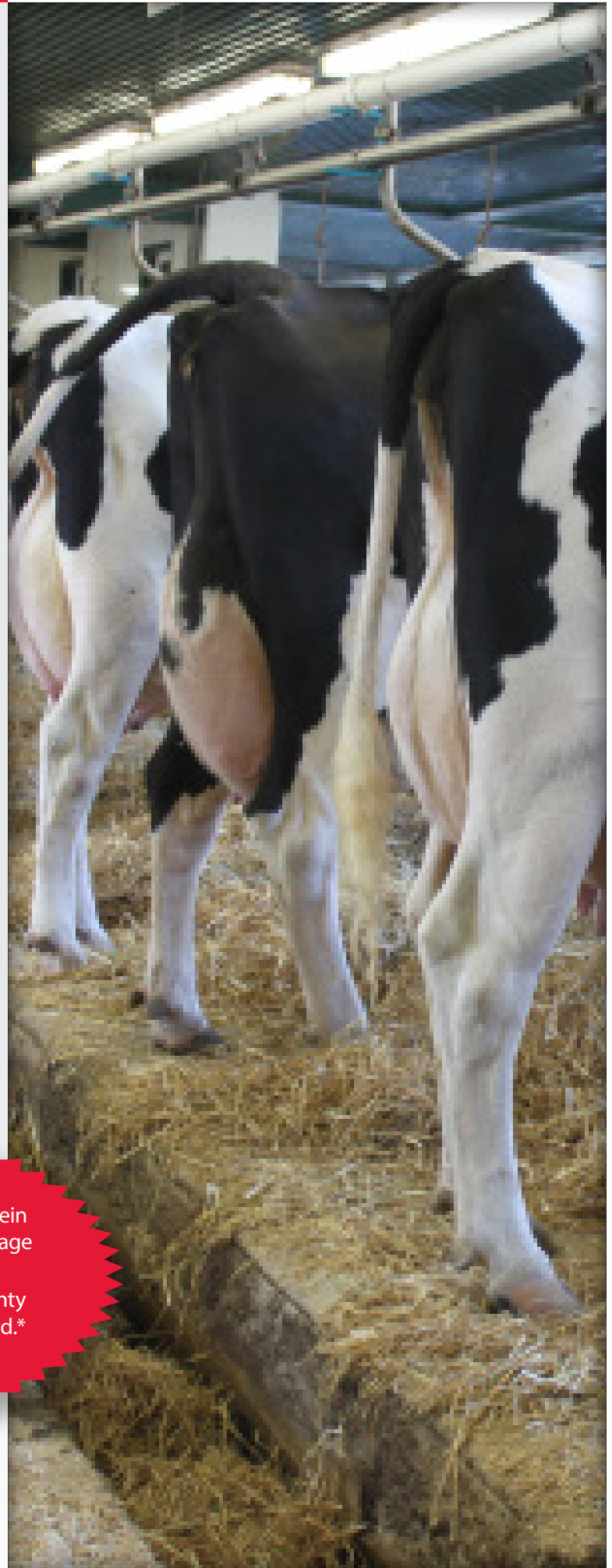
- The above rates include the design of your ad. Advertisers who do not require design services will receive a discount of \$50 on 1/4 or 1/2 page ads and \$100 on full-page ads.
- Premium ad space may be requested at an additional cost of \$100 for inside front and inside back covers. All other preferred 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

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T H E *Link*
H O L S T E I N O N T A R I O