



# HOG COUNTRY

Serving Western Canada's Hog Producers

Effective January 2013 (provided paper costs do not increase significantly). Rates are quoted in Canadian dollars. All rates below are **NET** rates and subject to GST. Cover stock is 60lb. Luna Gloss and all inside stock is standard newsprint. Payment policy: Net 30 days. 2% per month late payment penalty. Advertiser is responsible and liable for payment for advertising placed by an agency if agency defaults payment to this publication.  
**Circulation as of August 2012 - 4146 Hog producers and related businesses.**

## Deadlines - 2013

### February / March

Booking Deadline .....Jan 25/13  
 Material Deadline .....Jan 29/13  
 Release date .....February 15, 2013

### April / May

Booking Deadline .....March 22/13  
 Material Deadline .....March 26/13  
 Release date .....April 12, 2013

### June / July

Booking Deadline .....May 24/13  
 Material Deadline .....May 28/13  
 Release date .....June 14, 2013

### August / September

Booking Deadline .....July 26/13  
 Material Deadline .....July 30/13  
 Release date .....August 16, 2013

### October / November

Booking Deadline .....Sept 20/13  
 Material Deadline .....Sept 24/13  
 Release date .....October 11, 2013

### 2013 Calendar

Booking Deadline .....Oct 25/13  
 Material Deadline .....Oct 30/13  
 Release date ... inserted in centre of Dec/Jan

### December / January

Booking Deadline .....Nov 15/13  
 Material Deadline .....Nov 19/13  
 Release date .....December 06, 2013

### Pre-Printed Inserts

Rates available on request. Freight, duty, taxes and brokerage fees are the responsibility of the client. Sample required

## Premium Positions (Full Color Gloss)

(All on a first come-first booked basis)

Outside Back cover (one time) .....\$1,949  
 Glossy Cover pages (IFC, IBC & centre section) .....\$1,645  
 Centre spread (2 fulls) .....\$3,145  
*10% frequency discount available on premium positions for two or more insertions of same size and placement.*

## Space Rates (Space only - Newsprint)

	One time	2-5 times	6 times
Full page	\$1,059	\$950	\$905
2/3 page	\$748	\$693	\$659
1/2 page	\$605	\$545	\$525
1/3 page	\$430	\$383	\$367
1/4 page	\$397	\$345	\$325
1/6 page	\$220	\$199	\$186
Business Card	\$129	\$119	\$110

## Color Rates

Process Color .....\$350  
 Special mixed colors .....\$125  
 Standard red-yellow-blue .....\$100

## 2014 Calendar Rates

1/2 banner (full colour) .....\$350  
 full banner (full colour) .....\$575

## ON LINE VERSION

	1 issue (2months)	3 issues (6months)	6 issues (year)
top banner (257 x 200 pixels)	\$500	\$475	\$450
rotating banner (257 x 116 pixels)	\$295	\$275	\$250

## Dimensions & Mechanical Requirements

Trim size (overall size) .....8" x 10<sup>1/2</sup>"  
 Full page (image area) .....7" x 9<sup>1/2</sup>"  
 Full page gloss (w/bleed) .....8<sup>1/2</sup>" x 11"  
 Double page spread .....15<sup>1/4</sup>" x 9<sup>1/2</sup>"  
 Double page spread (bleed) .....16<sup>1/2</sup>" x 11"  
 2/3 page (vertical) .. 4<sup>5/8</sup>" x 9<sup>1/2</sup>" OR (horizontal) ... 7" x 6<sup>1/4</sup>"  
 1/2 page (island) ... 4<sup>5/8</sup>" x 7" OR (horizontal) ... 7" x 4<sup>1/2</sup>"  
 1/3 page(horizontal)7" x 3" OR(square)4<sup>5/8</sup>" x 4<sup>1/2</sup>" OR(vertical)2<sup>1/4</sup>" x 9<sup>1/2</sup>"  
 1/4 page .. 3<sup>1/4</sup>" x 4<sup>1/2</sup>" OR (banner) ... 7 x 2<sup>1/4</sup>"  
 1/6 page (horizontal) .. 4<sup>5/8</sup>" x 2<sup>1/4</sup>" OR (vertical) ... 2<sup>1/4</sup>" x 4<sup>1/2</sup>"  
 Business Card .....4<sup>5/8</sup>" x 1<sup>3/4</sup>"  
 Printing process: Web offset • Newsprint: 100 line screen • Gloss - 150 line screen  
 Binding: Saddle stitch • Electronic files should pdf format with high resolution, or QuarkXPress with all graphics attached and fonts (Macintosh).

For more information call, fax or email Laurie Brandy

Ph (780) 986-0962 Fax (780) 980-9640

Mailing Address: Box 5536 Leduc AB T9E 2A1

Courier Address: 4205-41 St. Leduc AB T9E 4V5

email: hogcountry@shaw.ca

website: www.prairiehogcountry.ca