



HOG COUNTRY

Serving Western Canada's Hog Producers

Effective January 2012 (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 2010 - 4301 Hog producers and related businesses.

Deadlines - 2012

February / March

Booking DeadlineJan 23/12
 Material DeadlineJan 26/12
 Release dateFebruary 10, 2012

April / May

Booking DeadlineMarch 23/12
 Material DeadlineMarch 26/12
 Release dateApril 13, 2012

June / July

Booking DeadlineMay 18/12
 Material DeadlineMay 23/12
 Release dateJune 08, 2012

August / September

Booking DeadlineJuly 30/12
 Material DeadlineAug 01/12
 Release dateAugust 17, 2012

October / November

Booking DeadlineSept 17/12
 Material DeadlineSept 19/12
 Release dateOctober 05, 2012

2013 Calendar

Booking DeadlineOct 22/12
 Material DeadlineOct 31/12
 Release dateinserted in centre of Dec/Jan

December / January

Booking DeadlineNov 12/12
 Material DeadlineNov 14/12
 Release dateNovember 30, 2012

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

2013 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^{1/2}"
 Full page (image area)7" x 9^{1/2}"
 Full page gloss (w/bleed)8^{1/2}" x 11"
 Double page spread15^{1/4}" x 9^{1/2}"
 Double page spread (bleed)16^{1/2}" x 11"
 2/3 page (vertical) ... 4^{5/8}" x 9^{1/2}" OR (horizontal) ... 7" x 6^{1/4}"
 1/2 page (island) ... 4^{5/8}" x 7" OR (horizontal) ... 7" x 4^{1/2}"
 1/3 page(horizontal)7" x 3" OR(square)4^{5/8}" x 4^{1/2}" OR(vertical)2^{1/4}" x 9^{1/2}"
 1/4 page ... 3^{1/4}" x 4^{1/2}" OR (banner) ... 7 x 2^{1/4}"
 1/6 page (horizontal) ... 4^{5/8}" x 2^{1/4}" OR (vertical) ... 2^{1/4}" x 4^{1/2}"
 Business Card4^{5/8}" x 1^{3/4}"
 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

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