

marketing options



CANADIAN JERSEY BREEDER

Jersey Canada has existed for over 100 years and has produced the *Canadian Jersey Breeder* magazine since 1945. Our mission is to grow the Jersey breed in Canada by maintaining the absolute integrity of the herdbook and providing tools to increase profitability.

Available in print and on-line, the *Canadian Jersey Breeder* offers information, news, stories and exclusive Jersey data in every issue. It is a valuable resource for dairy producers to improve their herd, strengthen their operation, build brand equity and market their animals.

2019	Booking Deadline	Content Deadline	Print Date
February	January 25	January 31	February 22
May	April 17	April 26	May 20
September	August 2	August 9	August 30
December	November 12	November 18	December 4

**Subject to change without notice. Publication is in the mail approximately 10 days after print date.*

AD SIZES & RATES		Black & White		Colour	
		1 Issue	4 Issues (contract)	1 Issue	4 Issues (contract)
<p><i>Fees subject to taxes. Prices include AD design and are based on two photos per AD. Designing your own AD? *10% PDF discount applied to select AD sizes submitted as a PDF.</i></p>					
	<p>FULL PAGE 8.375" x 10.75" Designer: content should be within a live area of 7.375" x 9.75" (a min. of 0.5" away from page trim). For a full bleed allow 0.125" beyond page size = 8.5" x 11". Center spread spec (2 pages): 17" wide x 11" high.</p>	\$550 (*\$495 with PDF discount)	\$500 (*\$450 with PDF discount)	\$800 (*\$720 with PDF discount)	\$730 (*\$657 with PDF discount)
	<p>1/2 PAGE 7.5" x 4.9" horizontal or 3.7" x 10" vertical</p>	\$360 (*\$324 with PDF discount)	\$330 (*\$297 with PDF discount)	\$500 (*\$450 with PDF discount)	\$450 (*\$405 with PDF discount)
	<p>1/4 PAGE 3.7" x 4.9" vertical or 7.5" x 2.4" horizontal</p>	\$240 (*\$216 with PDF discount)	\$210 (*\$189 with PDF discount)	\$370 (*\$333 with PDF discount)	\$320 (*\$288 with PDF discount)
	<p>BUSINESS CARD 3.7" x 2" or BANNER 8.5" x 1" Annual contracts: Add \$15 for changes/updates.</p>	\$75	\$65 (\$260/yr)	\$90	\$75 (\$300/yr)
<p>Breeder Magazine Directory (annual rates only)</p>		<p>\$65 for one year or \$120 for two years</p>			



Canadian JERSEY BREEDER

- Four annual bilingual issues;
- Jersey Canada members receive a print subscription as part of membership;
- Over 6000 copies distributed each year;
- International reach to over 20 countries;
- Complimentary copy for potential members;
- Available at industry events;
- Digital version can be viewed on ISSUU.com;
- Graphic design is included.

As a non-profit breed association our advertising rates are the most competitive in the industry.

SUBSCRIBE

Subscription requests for the *Canadian Jersey Breeder* magazine are for non-members. If you are a Jersey Canada member you will receive a subscription as part of your annual membership (\$35 value). In fact, many people become members to save money on registrations, participate in our programs AND receive this publication.

It just makes sense.

Whether the subscription is for yourself, or you would like to give the gift of Jersey to someone special, you can subscribe on-line:

<https://jerseycanada.com/subscriptions/>

ON-LINE OPTIONS @ <https://jerseycanada.com/>

Extend your reach and be noticed on the Internet.

#1. WEB BANNER

The Jersey Canada website hosts banner AD space that is available on a *first-come first-serve* basis. A hotlink is included to a landing page of your choice.

Cost: \$80/week + tax (minimum four week booking).

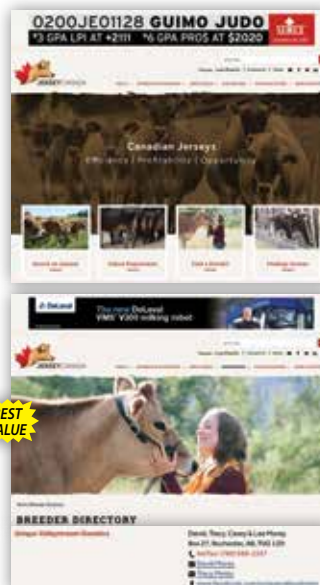
Designer Pixel Specification: 1000 wide x 110 high at 72 ppi resolution in a JPG format.

#2. ON-LINE BREEDER DIRECTORY

@ <https://jerseycanada.com/breeder-directory/>

Our on-line directory includes contact information and hotlinks to your website and/or social media networks.

Cost: \$65/year + tax.



View our advertising policy on-line: <https://jerseycanada.com/advertising/>



CONTACT

Shawna Berry, Communications Specialist | t: (519) 821-9150
shawna@jerseycanada.com | f: (519) 821-2723



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