







Canadian Jersey Breeder Magazine Advertising Rates & Specs

Advertisers in the Canadian Jersey Breeder receive high-quality design, copy writing and on-the-fly translation included in the pricing, with a discount for print-ready artwork submitted.



2022/23	BOOKING	CONTENT	PRINT DATE
DEC 2022	November 16	November 18	December 4
MAR 2023	January 24	February 7	February 21
JUNE 2023	April 30	May 13	May 22
SEPT 2023	August 6	August 13	August 20

BLACK & WHITE		COLOUR			
1 ISSUE	4 ISSUES contract	1 ISSUE	4 ISSUES contract		
\$550 *\$495	\$500 *\$450	\$800 *\$720	\$730 *\$657		FULL PAGE 8.375" w x 10.75" h + 0.125" bleed
\$360 *\$324	\$330 *\$297	\$500 *\$450	\$450 *\$405		1/2 PAGE - HORIZONTAL 7.25" w x 4.6" h
					1/2 PAGE - FULL BLEED 8.375" w x 5.375" h + 0.125" bleed
\$240 *\$216	\$210 *\$189	\$370 *\$333	\$320 *\$288		1/4 PAGE - HORIZONTAL 7.25" w x 2.2" h
					1/4 PAGE - VERTICAL 3.5" w x 4.6" h
\$75	\$65 (\$260/yr)	\$90	\$75 (\$300/yr)		BUSINESS CARD 3.5" x 2.2" Annual contracts: \$15 for changes / issue
\$65 / year or \$120 / 2 years				BREEDER MAGAZINE DIRECTORY (annual rates only)	
\$80 / week				ONLINE – WEB BANNER – 1000px wide x 110px high	
\$65 / year or \$120 / 2 years				ONLINE – WEBSITE BREEDER DIRECTORY	

Prices include ad design. Fees subject to taxes.

*** 10% discount on select sizes submitted as PDF.**

For inquiries please contact:
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