

TODAYS Angus Advantage

Today's Angus Advantage is published five times a year and features our Bull Buyers Guide Special Issue. This schedule gives Angus breeders the exposure they need to succeed.

In an effort to bring the most value to our advertisers, the Winter issue will continue to be the Bull Buyers Guide. This issue will continue to be mailed to the Complete Membership and Canadian Angus Association Commercial Mailing List.

FOR MORE INFORMATION CONTACT:

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Special Issue Advertising Booking Deadlines...

Bull Buyers Guide

Booking Deadline: Jan. 2 Material Deadline: Jan. 6 Camera Ready Deadline: Jan. 13 Mailing: Feb. 1
» 15,000 copies distributed to the Canadian Angus Members and Commercial Mailing List

Regular Issue Advertising Deadlines & Editorial Calendar...

Spring Issue	April 17	Distaff/Female Issue	2,500 Copies Distributed
Summer Issue	July 10	Early Sales & Prospects	2,500 Copies Distributed
Early Fall Issue	August 15	Late Sales & Shows Issue	2,500 Copies Distributed
Late Fall Issue	October 10	Late Sales & Shows Issue	2,500 Copies Distributed

Ad Sizes...

Full Page: Trim Size 8.25" w X 10.875" h
Live Size 7.25" w X 9.875" h
Full Page add .25" bleed on all 4 sides

1/2 Horizontal: 7.25" w X 4.85" h
1/2 Vertical: 3.8" w X 9.875" h

1/4 Horizontal: 7.25" w X 2.40" h
1/4 Vertical: 3.8" w X 4.85" h

No bleeds on ads smaller than 1 page

Mechanical Specifications...

Paper: Cover – 100 lbs. Gloss
Inside – 70 lbs. Gloss
Inks: Process Colours – CMYK
Binding: Perfect Bound

Special Issue Advertising Rates...

Plus GST/HST

Full Page	\$1,250.00
Half Page	\$700.00
Quarter Page	\$450.00
5 Issue Annual Card Ad	\$250.00

» 15% discount on yearly contracts
(Card Ads Exempt)

Regular Advertising Rates...

Plus GST/HST

Full Page	\$950.00
Half Page	\$550.00
Quarter Page	\$350.00
5 Issue Annual Card Ad	\$250.00

» Contract rate 15% off with signed yearly contract
(Card Ads Exempt)

Yearly Subscription Rates...

Canada	\$50.00
United States of America	\$60.00 USD
International	\$60.00 USD

