

TODAYS

# ANGUS

ADVANTAGE

**Today's Angus Advantage** is published five times a year and features our Bull Buyer's 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 Buyer's Guide. This issue will continue to be mailed to the Complete Membership and Canadian Angus Association Commercial Mailing List.

**FOR MORE INFORMATION:**

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**SPECIAL ISSUE ADVERTISING BOOKING CALENDAR:**

Deadline:	<b>Booking</b>	<b>Material</b>	<b>Camera-Ready</b>	<b>Mailing</b>
<b>Bull Buyer's Guide</b>	Jan 2	Jan 6	Jan 13	Feb 1

**SPECIAL ISSUE ADVERTISING BOOKING CALENDAR:**

<b>Spring Issue</b>	April 17	April 22	April 26	Distaff/Female Issue
<b>Summer Issue</b>	July 10	July 15	July 22	Early Sales & Prospects
<b>Early Fall Issue</b>	Aug 20	Aug 25	Sept 6	Late Sales & Shows Issue
<b>Late Fall Issue</b>	Oct 10	Oct 15	Oct 19	Late Sales & Shows Issue

2,500 Copies Distributed Respectively

**SPECIAL ISSUE ADVERTISING RATES**

Plus GST/HST

<b>Full Page</b>	\$1,250.00
<b>Half Page</b>	\$700.00
<b>Quarter Page</b>	\$450.00
<b>5-Issue Annual Card</b>	\$250.00

15% discount on yearly contracts  
\*Card ads exempt

**REGULAR ADVERTISING RATES**

Plus GST/HST

<b>Full Page</b>	\$950.00
<b>Half Page</b>	\$550.00
<b>Quarter Page</b>	\$350.00
<b>5-Issue Annual Card</b>	\$250.00

15% discount on yearly contracts  
\*Card ads exempt

**AD SIZES**

**Full Page**

**Trim Size** W 8.25" x H 10.875"  
**Live Size** W 7.25" x H 9.875"  
Full page add 0.25" bleeds on all four sides

**Half Page Horizontal**

**Live Size** W 7.25" x H 4.85"

**Half Page Vertical**

**Live Size** W 3.80" x H 4.85"

**Quarter Page Horizontal**

**Live Size** W 7.25" X H 2.40"

**Quarter Page Vertical**

**Live Size** W 3.80" x H 4.85"

No bleeds on ads smaller than 1 page

**MECHANICAL SPECIFICATIONS**

**Paper Stock**  
**Cover** 100 lb. Gloss  
**Inside** 70 lb. Gloss  
**Ink:** Process Colours - CMYK  
**Binding:** Perfect Bound

**YEARLY SUBSCRIPTION RATES**

Canada	\$50.00
U.S.A.	\$60.00 USD
International	\$60.00 USD

For Additional Information, Past Issues, & Contact Details, Visit

**WWW.TODAYSANGUS.COM**

