

# Advertising Sales

## ISSUE

**SPRING** EDITION VOL.40 NO.1  
RESERVATION: **January 20**  
DEADLINE MATERIAL: **January 27**



**SUMMER** EDITION VOL.40 NO.2  
RESERVATION: **April 20**  
DEADLINE MATERIAL: **April 27**



**AUTUMN** EDITION VOL.40 NO.3  
RESERVATION: **July 21**  
DEADLINE MATERIAL: **July 27**



**WINTER** EDITION VOL.40 NO.4  
RESERVATION: **October 20**  
DEADLINE MATERIAL: **October 27**  
**Breeding Special Issue**



## TECHNICAL SPECIFICATIONS

- Minimum resolution: 300 dpi
- Bleeds: 0.125 in. minimum
- File formats: pdf, jpg, png, tiff, psd, ai (Word, Publisher, Corel Draw and Quark XPress are not accepted).



## CONTACT

**Dianne Denby**  
[diannedenby@gmail.com](mailto:diannedenby@gmail.com)

## RATES PER ISSUE

Sizes (inches)		Number of issues (price per issue)	
(Full colour)		1 - 2 issues	3 - 4 issues
8.375 x 10.875 bleed	Back Cover	\$1,840.00	\$1,748.00
8.375 x 10.875 bleed	Inside rear cover	\$1,619.20	\$1,540.00
8.375 x 10.875 bleed	Front inner cover	\$1,692.80	\$1,608.00
8.375 x 10.875 bleed	1 page	\$1,236.00	\$1,174.40
7.25 x 4.75	1/2 page	\$792.00	\$752.80
H 7.25 x 3.25 V 2.125 x 9.875	1/3 page	\$608.00	\$577.60
3.5 x 4.75	1/4 page	\$452.00	\$429.60
H 4.375 x 2.125 V 2.125 x 4.875	1/6 page	\$324.00	\$308.00
2.25 x 1.625	Market place	—	\$540.00
Advertorial 1 page *		\$1,619.20	\$1,540.00
Advertorial 2 pages *		\$1,540.00 per page	\$1,460.00 per page
Guaranteed position		15% additional fee	
Insertion		Contact us	

RATES ARE IN CANADIAN DOLLARS (\$). GRAPHIC DESIGN FEES AND APPLICABLE TAXES NOT INCLUDED.

\* PROVIDED BY THE CUSTOMER - APPROVED BY THE EDITOR

