

Cattleman's Corner

2020/2021

MEDIA KIT





CONTENT CALENDAR / DEADLINES

Deadline is noon central time on the dates indicated.

2020 FEATURES

	ISSUE DATE	DEADLINE
Calving	January 7	December 18
Calving	January 21	January 2
Herd Management	February 4	January 16
Housing and Handling	February 11	January 23
Handling Equipment	February 18	January 30
Handling Equipment	March 3	February 13
Fencing/Producer Innovations	March 10	February 20
Bull Buying	March 24	March 5
Breeding Strategies	April 7	March 19
Forage and Pasture Management	April 21	April 2
Herd Health on Pasture	May 12	April 23
Fall/Winter Grazing	June 2	May 14
Forage and Pasture Management	July 14	June 25
Beef Marketing Strategies	August 25	August 6
Weaning/Marketing/Livestock Handling	September 22	September 3
Winter Feeding Strategies	October 13	September 24
Backgrounding Options	November 3	October 15
Winter Feeding Strategies	December 1	November 12

2021 EDITORIAL

	ISSUE DATE	DEADLINE
Calving	January 5	December 16
Calving	January 19	December 31
Herd Management	February 2	January 14
Housing and Handling	February 9	January 21
Handling Equipment	February 16	January 28
Handling Equipment	March 2	February 11
Fencing/Producer Innovations	March 9	February 18
Bull Buying	March 23	March 4
Breeding Strategies	April 6	March 18
Forage and Pasture Management	April 20	April 1
Herd Health on Pasture	May 11	April 22
Fall/Winter Grazing	June 1	May 13
Forage and Pasture Management	July 13	June 24
Beef Marketing Strategies	August 24	August 5
Weaning/Marketing/Livestock Handling	September 21	September 2
Winter Feeding Strategies	October 12	September 23
Backgrounding Options	November 2	October 14
Winter Feeding Strategies	December 7	November 18



AD RATES

Rates effective as of March 1, 2020

AD UNIT	NON BLEED DIMENSIONS	BLEED AD DIMENSIONS		B&W RATE	FULL COLOUR
	LIVE AREA	TRIM	BLEED*		
Double Page Spread	20.875" x 14" 10 col. x 196 agate lines	22" x 14.5"	22.5" x 15"	10,172.40	12,952.40
Full Page	9.875" x 14" 5 col. x 196 agate lines	11" x 14.5"	11.5" x 15"	5,086.20	6,476.20
Junior Page Spread	16.875" x 10" 8 col. x 140 agate lines			5,812.80	8,592.80
Junior Page	7.875" x 10" 4 col. x 140 agate lines			2,906.40	4,296.40
Super Junior Page	7.875" x 14" 4 col. x 196 agate lines	8.5" x 14.5"	8.75" x 15"	4,068.96	5,458.96
Super 1/2 Double Page Spread	20.875" x 7.75" 10 col. x 108 agate lines	22" x 8"	22.5" x 8.25"	5,605.20	8,385.20
Super 1/2 Page	9.875" x 7.75" 5 col. x 108 agate lines	11" x 8"	11.5" x 8.25"	2,802.60	4,192.60
1/3 Page	H: 9.875" x 4.8" 5 col. x 67 agate lines S: 5.875" x 8" 3 col. x 112 agate lines	H: 11" x 5.3"	H: 11.5" x 5.8"	1,738.65	3,128.65
1/4 Page	H: 9.875" x 4" 5 col. x 56 agate lines S: 5.875" x 6.625" 3 col. x 93 agate lines	H: 11" x 4.5"	H: 11.5" x 5"	1,448.01	2,838.01
1/8 Page	3.85" x 5" 2 col. x 70 agate lines			726.60	2,116.60

\$5.19 per agate line Black & 1 Colour \$415 Black & 3 Colour \$1,390

* Bleed size dimensions include .25" bleed on all sides

ADVERTISING OPTIONS

SUPPLIED INSERTS / POST-IT NOTES / POLYBAGGING

Rate, issue availability, production requirements, closing dates, and other detailed information available on request. Geographic breakouts are available for preprinted inserts. Inserts may run by FSA, census divisions, or census sub-divisions. Rates for special space units (gatefolds, etc.) are available on request. Sponsorship of single issues are available by arrangement with publisher.

SPECIAL POSITIONS

Guaranteed and preferred positions when available and requested, add 25% exclusive of colour and mechanical charges. Not held from year to year without specific written booking insertions from advertisers.

SPLIT COPY

Regional advertisers may make copy substitutions in any combination of regions or provincial editions. Additional cost for each substitution is \$1000 net. Minimum quantity for splits is 1,000 pieces and must be at least 350 lines.

AD SIZES

AD UNIT	NON BLEED DIMENSIONS		BLEED AD DIMENSIONS	
	LIVE AREA		TRIM	BLEED*
Double Page Spread	20.875" x 14" 10 col. x 196 agate lines		22" x 14.5"	22.5" x 15"
Full Page	9.875" x 14" 5 col. x 196 agate lines		11" x 14.5"	11.5" x 15"
Junior Page Spread	16.875" x 10" 8 col. x 140 agate lines			
Junior Page	7.875" x 10" 4 col. x 140 agate lines			
Super Junior Page	7.875" x 14" 4 col. x 196 agate lines		8.5" x 14.5"	8.75" x 15"
Super 1/2 Double Page Spread	20.875" x 7.75" 10 col. x 108 agate lines		22" x 8"	22.5" x 8.25"
Super 1/2 Page	9.875" x 7.75" 5 col. x 108 agate lines		11" x 8"	11.5" x 8.25"
1/3 Page	H: 9.875" x 4.8" 5 col. x 67 agate lines S: 5.875" x 8" 3 col. x 112 agate lines		H: 11" x 5.3"	H: 11.5" x 5.8"
1/4 Page	H: 9.875" x 4" 5 col. x 56 agate lines S: 5.875" x 6.625" 3 col. x 93 agate lines		H: 11" x 4.5"	H: 11.5" x 5"
1/8 Page	3.85" x 5" 2 col. x 70 agate lines			
Earlug	3.85" x 1.5" 2 col. x 21 agate lines			
Front Banner	5.875" x 2" 3 col. x 28 agate lines		7" x 2.5"	7.5" x 3"
Super Front Banner	9.875" x 2" 5 col. x 28 agate lines		11" x 2.5"	11.5" x 3"

PUBLICATION SPECS

Trim Size	11" x 14.5"
Binding	Saddle Stitched
Column width	1.85"
Column depth	196 agate lines
Gutter width	.1667"
No. of columns	5
Halftone line screen	85
Dot gain	30%
Printing	Heat-set web offset

FILE SPECIFICATIONS

SAFETY MARGINS

(measured from trim size):
Keep text, logos, etc. 0.562" away from gutter on spreads. Full page & spreads allow 0.562" sides, 0.25" top and bottom. To avoid trimming into type, and to assure uniform margins on bleed ads, keep dimensions of type area to 20" x 13.5" maximum for double-page spreads, and 9.5" x 13.5" maximum for full page ads. Bleed ads must have a minimum of .25" bleed allowance on head, foot, and fore edge. Crop/registration marks should have an offset of .25".

ELECTRONIC MATERIAL

Electronic files (including inserts) must arrive in press-ready (high res X1A file) Acrobat PDF format (8.0 compatible). When saving a file in PDF format ensure all fonts are embedded and limit photo resolution to 170 dpi. Colour ads must be CMYK, RGB images are not acceptable. Files must be sent electronically by e-mail to ads@fbcpublishing.com OR uploaded by ftp to vip.fbcpublishing.com

PLEASE NOTE We DO NOT ACCEPT ads in Microsoft Word, Publisher or InDesign format. All files will be reviewed to ensure they meet Glacier FarmMedia pre-press standards. Clients will be contacted regarding any modifications required. Publisher will not be held responsible for any errors made when original deadlines are missed.

COLOUR GUIDANCE An accurate colour proof must accompany all advertising materials. In the absence of a colour proof, publisher will not be held responsible for unsatisfactory colour reproduction.

INK DENSITY Adjust ink limit in photos and rich blacks so that total coverage does not exceed 240%.

FINE LINE WORK AND LETTERING

Fine serifs, small lettering, and thin line work should be restricted to one colour and preferably not smaller than 7 point. The use of small lettering (under 7 points) and fine serifs should be avoided. Publisher can not accept responsibility for reproduction and/or legibility of any type under 7 point.

FALSE COVERS & GATEFOLDS AVAILABLE
Call for pricing and specs.

TERMS & CONDITIONS

New Accounts

Transient and new accounts, cash with order. Credit applications are required on all new accounts that have not authorized credit card payments.

Terms

Accounts payable in Canadian funds. Net 30 days. Publisher reserves the right to charge 1.5% interest per month (18% per year) on overdue accounts.

Contracts & Schedules

Contracts are based on volume committed in advance for a 12-month period.

Advertising not scheduled and contracted for will be immediately subject to any rate change. Contracted advertising will be rate protected for 3 months.

The publisher is not bound by any conditions, printed or otherwise, appearing on contracts or copy instructions when such conflict with the provisions of this rate card.

Contracts for advertising at other than published rates will not be accepted. The publisher reserves the right to hold any advertiser and its advertising agency jointly and severally liable for such monies as are due and payable to the publisher.

Commission

15% will be paid to recognized agencies on the gross charges for space, colour, and position, when ad copy is forwarded via FTP or e-mail.

Advertising Content

All copy subject to the approval of the publisher, who reserves the right to reject, discontinue, or omit any advertisement or cancel any advertising contract without penalty to either party.

Publisher reserves the right to place the word "Advertisement" centered in 8pt Helvetica over any paid announcement.

Dollar Volume Discount

Glacier FarmMedia offers the following dollar volume discounts. These apply to gross advertising dollars spent within a 12-month period in any Glacier FarmMedia print publication with the exception of the Western Producer, Seed Manitoba, Yield Manitoba, Yield Alberta, Prairie Ag Catalogue, Ag in Motion Show Guides, Canada's Outdoor Farm Show Show Guide, AgDealer and Agricole Idéal.

Gross Dollars Spent	Discount
20,001 - 50,000	2%
50,001 - 150,000	3.5%
150,001 - 250,000	5%
250,001 - 300,000	7.5%
300,001 - 400,000	9%
400,001 +	10.5%

Cancellations

No cancellations accepted after closing date. Cancellation of advertisements that have been set will be subject to production charge.

Liability

Advertiser and advertising agency assume liability for content (including text, representations, and illustrations in advertisements printed) and also assume responsibility for any claims arising therefrom made against the publisher.

Colour Reproduction

Publisher will not be responsible for unsatisfactory reproduction of colour advertisements unless accurate colour proofs are supplied.

Make-good insertion will not be granted on minor errors which do not affect the value of the whole advertisement. Publisher's liability will not exceed the cost of the area of the space occupied by the error, whether the error is due to the negligence of its servants or otherwise. There shall be no liability for non-insertion beyond the amount paid for such advertisement. No allowance for errors in key numbers.

Exclusivity

We do not offer exclusivity for front page banners, ear lugs, banner wraps, outside back pages, inserts, etc.

Special Services

When publisher must provide artwork, advertiser will be billed at cost. Publisher reserves the right to charge for changes required to customer supplied material.

CONTACT INFO

SUBMITTING AD MATERIALS

AD SERVICES CO-ORDINATOR

Grainews
1666 Dublin Avenue,
Winnipeg, MB R3H 0H1

Phone: **204 944 5765**

Fax: **204 954 1422**

Email: ads@fbcpublishing.com

FTP: vip.fbcpublishing.com

ADVERTISING CONTACT

Mike Millar

NATIONAL SALES REPRESENTATIVE

Cell: **306 251 0011**

mmillar@farmmedia.com