

Ad Sizes	CANADIAN CATTLEMEN RATE			MARKETPLACE RATE	
	B/W	B&1	B&3	B/W	B&1
Double Page Spread	\$6,720.00	\$7,550.00	\$9,500.00		
Full Page	\$3,360.00	\$3,775.00	\$4,750.00	\$2,839.20	\$3,179.20
2/3 Page	\$2,240.00	\$2,655.00	\$3,630.00	\$1,892.80	\$2,232.80
1/2 Page Spread	\$3,360.00	\$4,190.00	\$6,140.00	\$2,839.20	\$3,519.20
1/2 Page Island	\$2,016.00	\$2,431.00	\$3,406.00	\$1,703.52	\$2,043.52
1/2 Page	\$1,680.00	\$2,095.00	\$3,070.00	\$1,419.60	\$1,759.60
1/3 Page	\$1,120.00	\$1,535.00	\$2,510.00	\$946.40	\$1,286.40
1/4 Page	\$832.00	\$1,247.00	\$2,222.00	\$703.04	\$1,043.04
1/6 Page	\$560.00	\$975.00	\$1,950.00	\$473.20	\$813.20
Ear Lug			\$2,222.00		
Front Banner			\$3,070.00		
Outside Back Cover			\$5,292.00		
Inside Back Cover			\$5,225.00		
Inside Front Cover			\$5,320.00		

\$8.00 per agate line    Black & 1 Color \$415.00    Black & 3 Color \$1,390    \$6.76 per agate line  
Black & 1 Color \$340

## Mechanicals

**Trim Size:** 8.125" X 10.75"  
**Binding:** saddle-stitched  
**Column Depth:** 10"  
**Standard Column Depth:** 2.125"  
**Two Columns:** 4.5"  
**Three Columns:** 7"  
**Halftone line screen:** 150  
**Dot gain:** 20% on SWOP coated  
**Printing:** Heat-set web offset

**Safety Margins (measured from trim size):**  
 For spreads 0.375" from gutter, 0.625" sides, 0.375" top and bottom For full page ads 0.625" sides, 0.375" top and bottom  
 To avoid trimming into type, and to assure uniform margins on bleed ads, keep dimensions of type area to 15" x 10" maximum for double-page spreads, and 7" x 10" maximum for full page ads.  
 Bleed ads must have a minimum of .25" bleed allowance on head, foot, and fore edge.

**Minimum depth of advertisement:**  
 One col.: 1" Two col.: 1.5" Three col.: 2.5"  
 One-column and two-column ads more than 9" deep and three column ads more than 7" deep run as full column depth and are charged as such.

**Electronic Material:**  
 Electronic files should arrive in press-ready Acrobat

PDF format (5.0 compatible). When saving a file in PDF format, please embed ALL fonts and limit photo resolution to 270 dpi. Colour ads must have CMYK colour applied to all elements, RGB images are not acceptable. Files can be sent electronically by e-mail to ads@fbcpublishing.com or by ftp to http://vip.fbcpublishing.com User: VIP Password: fbcpass

**PLEASE NOTE:** We DO NOT ACCEPT ads in Microsoft Word or Publisher format. All files will be reviewed to ensure they meet FBC pre-press standards. Clients will be contacted regarding any modifications required.

**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 letter (under 7 points) and fine serifs should be avoided.

### Commonly Requested Ad Sizes

Non-bleed (width x depth)

Double page spread . . . . . 15" x 10"  
 Page . . . . . 7" x 10"  
 2/3 page vertical . . . . . 4.5" x 10"  
 2/3 page horizontal . . . . . 7" x 6.5"  
 1/2 page spread . . . . . 15" x 5"  
 1/2 page vertical . . . . . 3.375" x 10"  
 1/2 page horizontal . . . . . 7" x 5"  
 1/2 page junior . . . . . 4.5" x 6.75"  
 1/2 page island . . . . . 4.5" x 7.5"  
 1/3 page vertical . . . . . 2.125" x 10"  
 1/3 page horizontal . . . . . 7" x 3.375"  
 1/3 page square . . . . . 4.5" x 5"  
 1/4 page horizontal . . . . . 7" x 2.5"  
 1/4 page square . . . . . 3.375" x 5"  
 1/6 page vertical . . . . . 2.125" x 5"  
 1/6 page horizontal . . . . . 4.5" x 2.5"  
 1/12 page . . . . . 2.125" x 2.5"

### Commonly requested sizes

Bleed (width x depth)

Double-page spread . . . . . 16.75" x 11.25"  
 Page . . . . . 8.625" x 11.25"  
 1/2 page spread . . . . . 16.75" x 5.875"

### SUPERSIZE CATTLEMEN

Trim Size: 10.75" X 14"  
 Binding: saddle-stitched

**Commonly requested sizes**

Non-bleed (width x depth)

Double page spread . . . . . 21" X 13"  
 Page . . . . . 10" X 13"  
 1/2 page spread . . . . . 21" X 6.5"  
 1/2 page vertical . . . . . 4.75" X 13"  
 1/2 page horizontal . . . . . 10" X 6.5"  
 1/2 page island . . . . . 7.25" X 8.5"  
 1/3 page vertical . . . . . 4.75" X 8.66"  
 1/3 page horizontal . . . . . 10" X 4.33"  
 1/3 page square . . . . . 7" X 5.75"  
 1/4 page vertical . . . . . 2.25" X 13"  
 1/4 page horizontal . . . . . 10" X 3.25"  
 1/4 page square . . . . . 4.75" X 6.5"  
 1/8 page vertical . . . . . 2.25" X 6.5"  
 1/8 page horizontal . . . . . 4.75" X 3.25"  
 1/16 page vertical . . . . . 2.25" X 3.25"

### Commonly Requested Sizes

Bleed (width x depth)

Double-page spread . . . . . 22" X 14.5"  
 Page . . . . . 11.25" X 14.5"

## Contact Information

National Advertising Consultant:  
**Deborah Wilson**  
 Phone: (403) 325-1695 Fax: (403) 649-9921  
 deb.wilson@fbcpublishing.com

## Send Materials To:

**Ad Services Co-ordinator** – ads@fbcpublishing.com  
 Canadian Cattlemen, 1666 Dublin Avenue,  
 Winnipeg, MB R3H 0H1  
**Phone:** (204) 944-5761 **Fax:** (204) 944-5562  
**FTP:** http://vip.fbcpublishing.com  
 User: VIP Password: fbcpass

# Terms & Conditions

**New Accounts:**

Transient and new accounts, cash with order.

**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, e-mail or provided on removable media. Account payable in Canadian funds.

**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 reserved to place the word "Advertisement" centered in 8pt Helvetica over any paid announcement.

**Split Copy:**

Regional advertisers may make copy substitutions in any combination of regions or provincial editions. Additional cost for each substitution is \$1000. Minimum quantity for splits is 1000 pieces.

**Dollar Volume Discount:**

FBC offers the following dollar volume discounts. These apply to gross advertising dollars spent within a 12-month period in any Farm Business Communications print publication with the exception of Seed Manitoba, Yield Manitoba, Yield Alberta, Le Bulletin, Wheel & Deal, Ag Dealer, Agricole Ideal and Horses All.

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%

**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.

**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 that 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, earlugs, banner wraps, outside back pages, etc.

**Supplied inserts:**

Rate, issue availability, production requirements, closing dates, and other detailed information available on request. Geographic breakouts are available for preprinted inserts. Inserts may run geographically, 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.

**Polybagging:**

Publication can be polybagged to include advertiser's material. Specifications and rates provided on request.

**Special Services:**

When publisher must provide artwork, advertiser will be billed at cost.

## Publication Schedule 2011

**August 15** Auction Market Special; Stock Buyer's Guide  
Space and Material: July 13

**September 12** Animal Health & Feedlot Guide  
Space and Material: August 10

**October 10** Winter Management  
Space and Material: September 7

**October 24** Feeding for Profit  
**SUPERSIZE FORMAT**  
Space and Material: September 21

**November 14** Breeding Management  
Space and Material: October 12

**December 12** Breeding Management; Year End Review  
Space and Material: November 9

## 2012

**January 9** Herd Management  
Space and Material: December 7

**January 23** Calving Special  
**SUPERSIZE FORMAT**  
Space and Material: December 14

**February 13** Herd Management  
Space and Material: January 6

**March 12** Livestock Management Equipment  
Space and Material: February 8

**April 9** Forage & Feeding  
Space and Material: March 7

**May 14** Range & Pasture  
Space and Material: April 11

**June 11** Range & Pasture  
Space and Material: May 9

**August 13** Auction Market Special; Stock Buyer's Guide  
Space and Material: July 11

**September 10** Animal Health & Feedlot Guide  
Space and Material: August 8

**October 8** Winter Management  
Space and Material: September 5

**October 22** Feeding for Profit  
**SUPERSIZE FORMAT**  
Space and Material: September 19

**November 12** Breeding Management  
Space and Material: October 10

**December 10** Breeding Management; Year End Review  
Space and Material: November 7

## Contact Information

National Advertising Consultant:

**Deborah Wilson**

Phone: (403) 325-1695 Fax: (403) 572-3029

deb.wilson@fbcpublishing.com

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**Phone:** (204) 944-5765 **Fax:** (204) 944-5562

**FTP:** <http://vip.fbcpublishing.com>

User: VIP Password: fbcpass