



HOG COUNTRY

Serving Western Canada's Hog Producers

Effective August 2023 (provided paper costs do not increase significantly). Rates are quoted in Canadian dollars. All rates below are **NET** rates and subject to GST. Cover stock is 70lb. Luna Gloss and all inside stock is Hi Brite. Payment policy: Net 30 days. 2% per month late payment penalty. Advertiser is responsible and liable for payment for advertising placed by an agency if agency defaults payment to this publication. **Circulation as of July 2023 - 3495 Hog producers and related businesses.**

Deadlines - 2024

February / March

Booking DeadlineJan 19/24
 Material DeadlineJan 22/24
 Release dateFebruary 09, 2024

April / May

Booking DeadlineMarch 15/24
 Material DeadlineMarch 18/24
 Release dateApril 05, 2024

June / July

Booking DeadlineMay 17/24
 Material DeadlineMay 21/24
 Release dateJune 07, 2024

August / September

Booking DeadlineJuly 19/24
 Material DeadlineJuly 22/24
 Release dateAugust 09, 2024

October / November

Booking DeadlineSept 18/24
 Material DeadlineSept 21/24
 Release dateOctober 04, 2024

December / January

Booking DeadlineNov 15/24
 Material DeadlineNov 18/24
 Release dateDecember 06, 2024

Pre-Printed Inserts

Rates available on request. Freight, duty, taxes and brokerage fees are the responsibility of the client. Sample required

Premium Positions (Full Colour Gloss)

(All on a first come-first booked basis)

Outside Back cover (one time)\$2,189
 Glossy Cover pages (IFC, IBC & centre section)\$1,849
 Centre spread (2 fulls)\$3,499
10% frequency discount available on premium positions for two or more insertions of same size and placement.

Space Rates (Space only - Newsprint)

	One time	2-5 times	6 times
Full page	\$1,199	\$1055	\$1005
2/3 page	\$849	\$770	\$729
1/2 page	\$669	\$609	\$589
1/3 page	\$479	\$427	\$419
1/4 page	\$439	\$382	\$359
1/6 page	\$245	\$222	\$204
Business Card	\$140	\$131	\$122

Colour Rates

Process Color\$350
 Special mixed colors\$125
 Standard red-yellow-blue\$100

On Line Version

	1 issue (2months)	3 issues (6months)	6 issues (year)
top banner (257 x 200 pixels)	\$500	\$475	\$450
rotating banner (257 x 116 pixels)	\$295	\$275	\$250

Dimensions & Mechanical Requirements

Trim size (overall size)192mm x 244mm
 Full page (image area) 172mm x 224mm
 Full page gloss (w/bleed)204mm x 256mm
 Double page spread (image area)364mm x 264mm
 Double page spread (bleed)396mm x256mm
 2/3 page (vertical) 113mm x 224mm OR (horizontal) 172mm x 165mm
 1/2 page (island) 113mm x 165mm OR (horizontal) 172mm x 112mm
 OR (vertical) 86mm x 224mm
 1/3 page(horizontal)172mm x 75mm OR (square)113mm x 112mm
 OR (vertical) 56mm x 224mm
 1/4 page 86mm x 112mm OR (banner) . . 172mm x 56mm
 1/6 page (horizontal) .113mm x 56mm OR (vertical) 56mm x 112mm
 Business Card113mm x 38mm
 Printing process: Web offset • HyBrite: 100 line screen • Gloss - 150 line screen
 Binding: Saddle stitch • Electronic files should pdf format with high resolution.

For more information call, fax or email Laurie Brandly

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