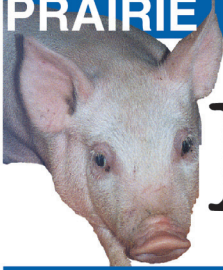


PRAIRIE



HOG COUNTRY

Serving Western Canada's Hog Producers

Effective August 2024 (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 2024 - 3455 Hog producers and related businesses.**

Deadlines - 2025

February / March

Booking DeadlineJan 17/25
Material DeadlineJan 20/25
Release dateFebruary 07, 2025

April / May

Booking DeadlineMarch 14/25
Material DeadlineMarch 17/25
Release dateApril 04, 2025

June / July

Booking DeadlineMay 16/25
Material DeadlineMay 20/25
Release dateJune 06, 2025

August / September

Booking DeadlineJuly 18/25
Material DeadlineJuly 21/25
Release dateAugust 08, 2025

October / November

Booking DeadlineSept 12/25
Material DeadlineSept 15/25
Release dateOctober 03, 2025

December / January

Booking DeadlineNov 14/25
Material DeadlineNov 17/25
Release dateDecember 05, 2025

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 - HyBrite)

	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)384mm x 244mm
Double page spread (trim) 364mm x 224mm
Double page spread (bleed)396mm x256mm
1/2 page spread (image area) 384mm x 112mm
1/2 page spread (bleed)396mm x 128mm
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 core• Gloss cover/centre section
Binding: Saddle stitch • Electronic files should pdf format with high resolution.

For more information call, fax or email Laurie Brandly

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