



# 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 Deadline .....Jan 17/25  
 Material Deadline .....Jan 20/25  
 Release date .....February 07, 2025

### April / May

Booking Deadline .....March 21/25  
 Material Deadline .....March 24/25  
 Release date .....April 11, 2025

### June / July

Booking Deadline .....May 16/25  
 Material Deadline .....May 20/25  
 Release date .....June 06, 2025

### August / September

Booking Deadline .....July 18/25  
 Material Deadline .....July 21/25  
 Release date .....August 08, 2025

### October / November

Booking Deadline .....Sept 12/25  
 Material Deadline .....Sept 15/25  
 Release date .....October 03, 2025

### December / January

Booking Deadline .....Nov 14/25  
 Material Deadline .....Nov 17/25  
 Release date .....December 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) ..... 364mm x 112mm  
 1/2 page spread (trim) ..... 384mm x 224mm  
 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 Card .....113mm x 38mm  
 Printing process: Web offset • HyBrite core• Gloss cover/centre section  
 Binding: Saddle stitch • Electronic files should pdf format with high resolution.

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