

Advertisement Booking form

La Revue
Holstein Québec

www.holsteinquebec.com

Company Information

Name _____

Address _____ City _____

Country _____ Postal Code _____

Phone _____ Fax _____

Email _____



Ad SIZE

- ☐ 1 page bleed
 ☐ 1/2 page column
 ☐ 1/2 page vertical
 ☐ 1/2 page horizontal
- ☐ 1/3 page column
 ☐ 1/4 page horizontal
 ☐ 1/3 page horizontal
- ☐ 1/6 page
 ☐ 1/8 business card
 ☐ 1/4 page vertical

COLOR

- ☐ Black & White
 ☐ 1 color
 ☐ Process color

BOOKING ISSUE(S)

- ☐ March
 ☐ May
 ☐ July
 ☐ October
 ☐ December

- ☐ TRANSLATION SERVICES REQUIRED (Free of charge)

Web site

- ☐ Showcase : 960 x 380 px

Annual Subscription

Fill in the reply coupon
below to subscribe

Paper Version

- ☐ Canada : \$30 CA*
☐ USA : \$50 CA*
☐ International : \$60 CA*

- 1 ISSUE**
☐ Canada : \$10 CA*
☐ USA : \$15 CA*
☐ International : \$22 CA*

* Taxes included

Send your cheque to:

Holstein Québec

3955, boul. Laurier Ouest,
Saint-Hyacinthe
(Québec) J2S 3T8 CANADA

Online Version

Download the last issues
for free at

www.holsteinquebec.com/la_revue

Name _____

Address _____

City _____

Country _____ Postal Code _____

Phone _____ Fax _____

Email _____

Payment

- ☐ Cheque
 ☐ American Express
 ☐ Bank transfer
- ☐ Visa
 ☐ Mastercard

Name on card _____

Card # _____

Exp. date (MM/AAAA) _____

Signature _____

La Revue Holstein Québec

www.holsteinquebec.com



Photo © Holstein Québec

Media Kit

La Revue HolsteinQuébec

Over 5400 copies of *La Revue Holstein Québec* are distributed per issue. The mailing list includes 5000 Quebec breeders in addition to 1000 others in Canada, the US and abroad.



***La Revue Holstein Québec* is available online:**
www.holsteinquebec.com/la_revue,
enabling you to enjoy a number of advantages:

- Twice the visibility
- Readers all over the world
- Here's a golden opportunity to connect with 95% of Quebec's dairy producers at competitive rates.

*5 issues per year serving
all the breeders*

In each issue

- Herd profile
- Genetic article
- Youth articles
- Show and Sale reports



Deadlines

DELIVERY: MARCH 25

Space booking February 15	Material not provided February 15	Material Provided February 20
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DELIVERY: MAY 20

Space booking April 15	Material not provided April 15	Material Provided May 1 st
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DELIVERY: JULY 1st

Space booking May 22	Material not provided May 22	Material Provided June 9
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DELIVERY: OCTOBER 20

Space booking September 10	Material not provided September 10	Material Provided September 24
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DELIVERY: DECEMBER 20

Space booking November 10	Material not provided November 10	Material Provided November 24
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Cancellation deadline : at space booking deadline.

Contact us



Editor

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Advertising, Representative and Production Coordinator

France Lemieux

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Phone | Fax: 819 364-3063

Cell.: 819 795-5213

francelemieux18@gmail.com

Advertising Rates

Size

SIZE	B&W	1 COLOUR	4 COLOURS
1 page	\$1275	\$1380	\$1685
2/3	\$1020	\$1125	\$1430
1/2	\$765	\$870	\$1175
1/3	\$535	\$630	\$920
1/4	\$410	\$500	\$785
1/8	\$205	\$290	\$590

* Design fees are not included.

Charge for better positioning

Cover 2	+15 % of the 4-colour rate
Cover 3	+ 25 % of the 4-colour rate
Cover 4	not available, reserved for breeders
Center	+ 30 % of the 4-colour rate
Page 3	+ 30 % of the 4-colour rate

Rates for inserts

Insert in cellophanes	\$1910
Tip in insert	\$1900
Detachable brochures	\$1200
Cardboard inserts	\$900

* All rates are in Canadian dollars.

Frequency discount for signed contracts



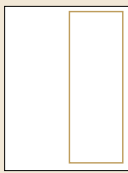
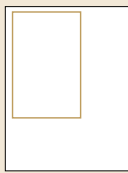

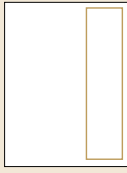

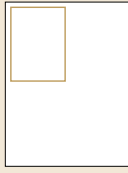
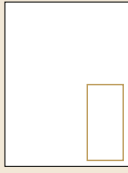

20 % discount for 5 issues / year
15 % discount for 4 issues / year
10 % discount for 3 issues / year
5 % discount for 2 issues / year



Size of Ad

Specifications

(Width x Height)

				
1 page 8.25" x 10.875" (+ 0.125 each side)	1/2 page horizontal 7.375" x 4.875"	1/2 page column 3.50" x 10"	1/2 page vertical 4.5" x 7"	1/3 page horizontal 7.375" x 3.16"
				
1/3 page column 2.375" x 10"	1/4 page horizontal 7.375" x 2.312"	1/4 page vertical 3.56" x 4.875"	1/6 page vertical 2.29" x 4.875"	1/8 business card 3.56" x 2.312"

Specifications Ad

- Create your document in QuarkXpress 6.5 or more, Macintosh
- InDesign MAC files accepted
- Include illustrations and fonts in a separate file
- Photoshop file – CMYK colour model
- Photo resolution: 400 dpi
- Send a colour proof with the file
- High resolution PDF type PDF/X with bleeds and registration marks are also accepted

Mailing ad material

La Revue
HolsteinQuébec

Att.: France Lemieux
150, rue Morrissette, Princeville
(Québec) G6L 3Z7 Canada
Ph. | Fax: **819 364-3063**

Maximum file size: 10 MO

Send to
francelemieux18@gmail.com

Over 10 MO

Send your file with « We Transfer »
or « Dropbox » or contact
francelemieux18@gmail.com

Web Services

Increase your public exposure through the range of services offered on the Web! HolsteinQuebec.com receives 163,000 visits annually, including 58,000 unique visitors. (Data from July 1st, 2014 to June 30th, 2015).

Advertising Space

Showcase : 960 x 380 px

\$300 / week



Web Services

Add News

You have a news item that will interest Holstein Québec members? Advertise it on our website and via our Facebook page!

Price – \$100

Newsletter Delivery

Would you like to connect directly with Holstein Québec members? Be on the mark with our list of 1000 email addresses of confirmed Holstein enthusiasts in compliance with Canada's new anti-spam law.

Price – \$200

Other services are offered free of charge to Holstein members. Consult the online complete list at www.holsteinquebec.com/english/web-services



Contact
us



Communication agent

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Representative

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