

## Advertisement Booking form

La Revue  
**Holstein Québec**

[www.holsteinquebec.com](http://www.holsteinquebec.com)

### *Breeder 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



# La Revue **Holstein Québec**

[www.holsteinquebec.com](http://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](http://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 <sup>st</sup>
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### DELIVERY: JULY 1<sup>st</sup>

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  
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# Advertising Rates

## Size

SIZE	B&W	1 COLOUR	4 COLOURS
1 page	\$575	\$605	\$725
2/3	\$425	\$475	\$590
1/2	\$350	\$400	\$510
1/3	\$250	\$295	\$410
1/4	\$206	\$245	\$370
1/8	\$115	\$225	\$335

\* 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	+ 40% of the 4-color rate (reserved for the breeders)
Center	+ 30 % of the 4-colour rate
Page 3	+ 30 % of the 4-colour rate

## Rates for inserts

Insert in cellophanes	\$1000
Tip in insert	\$1685
Detachable brochures	\$800
Cardboard inserts	\$500

\* All rates are in Canadian dollars.

## Frequency discount for signed contracts



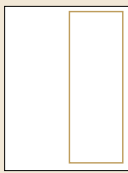
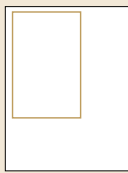

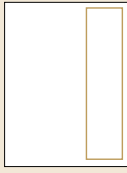

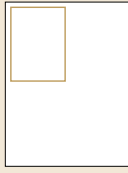
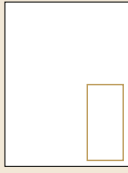

20 % discount for 5 issues / year
15 % discount for 4 issues / year
10 % discount for 3 issues / year
5 % discount for 2 issues / year



# Size of Ad

## Specifications

(Width x Height)

				
<b>1 page</b> 8.25" x 10.875" (+ 0.125 each side)	<b>1/2 page horizontal</b> 7.375" x 4.875"	<b>1/2 page column</b> 3.50" x 10"	<b>1/2 page vertical</b> 4.5" x 7"	<b>1/3 page horizontal</b> 7.375" x 3.16"
				
<b>1/3 page column</b> 2.375" x 10"	<b>1/4 page horizontal</b> 7.375" x 2.312"	<b>1/4 page vertical</b> 3.56" x 4.875"	<b>1/6 page vertical</b> 2.29" x 4.875"	<b>1/8 business card</b> 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 1<sup>st</sup>, 2014 to June 30<sup>th</sup>, 2015).

### Advertising Space

Showcase : 960 x 380 px \$300 / week

The screenshot shows the HolsteinQuebec.com website. At the top is a navigation menu with links: Home, Contact us, News, Videos, Français. Below the menu is a large Showcase area with the text: "Showcase 960 x 380 px JPG or GIF (no animation) 80 KO or less Tile, brief news, link and image Image and texts in French and English". To the right of the Showcase is an Event calendar for February 2020, showing dates 1 through 29. Below the calendar are three icons: News, Video, and Events. At the bottom of the page are two sections: "Privilege Partner" and "Distinction Partners".

## 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 – \$75

### 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 – \$75

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

Contact  
us



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