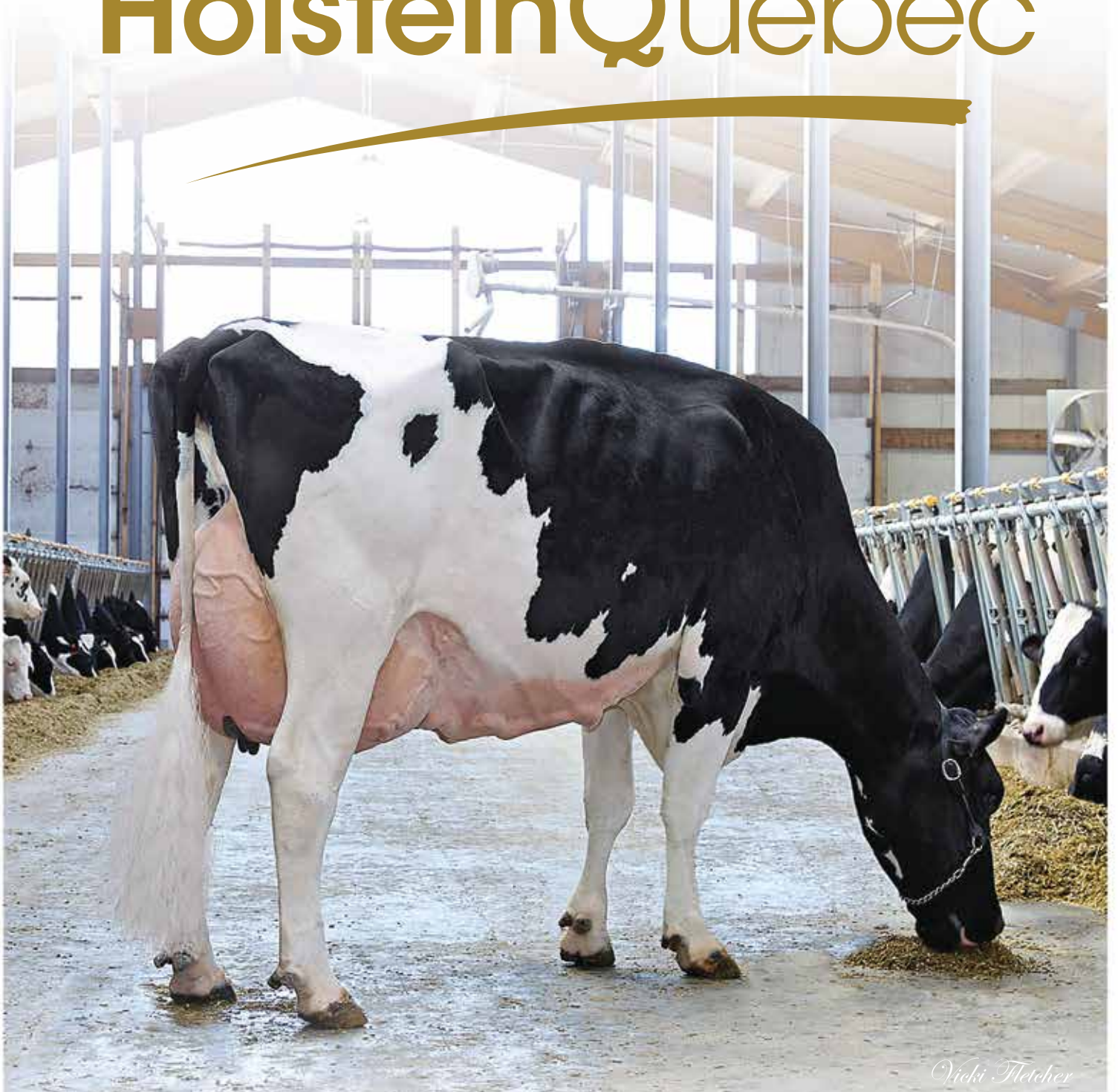


# La Revue Holstein Québec



*Vicki Fletcher*

**2021-2022 Media Guide**

5 issues per year

# La Revue Holstein Québec

*La Revue* is a golden opportunity to connect with 95% of Quebec's dairy producers at competitive rates. Over 5000 copies of each issue of *La Revue Holstein Québec* are distributed, five times a year, in Quebec as well as in the rest of Canada, in the United States and abroad.



Also available online at [www.holsteinquebec.com](http://www.holsteinquebec.com) and  *La Revue* offers advertisers a number of advantages:

- Triple visibility (paper copy, website and Facebook)

## In each issue

- In-depth feature article related to dairy production
- Herd profiles
- Genetics column
- Youth column
- Show and sale reports

## Contact us



**Editor**

*Veronique Lemonde*

Phone: 450 778-9636 poste 226

[lemonde@holsteinquebec.com](mailto:lemonde@holsteinquebec.com)



**Advertising Specialist  
and Production Coordinator**

*France Lemieux*

150, Morrissette, Princeville (Québec) G6L 3Z7

Cell.: 819 795-5213

[francelemieux18@gmail.com](mailto:francelemieux18@gmail.com)





# 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
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## DELIVERY: JULY 1

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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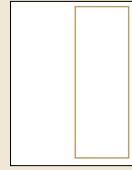


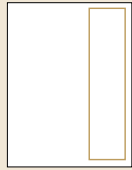
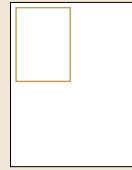

## DELIVERY: DECEMBER 20

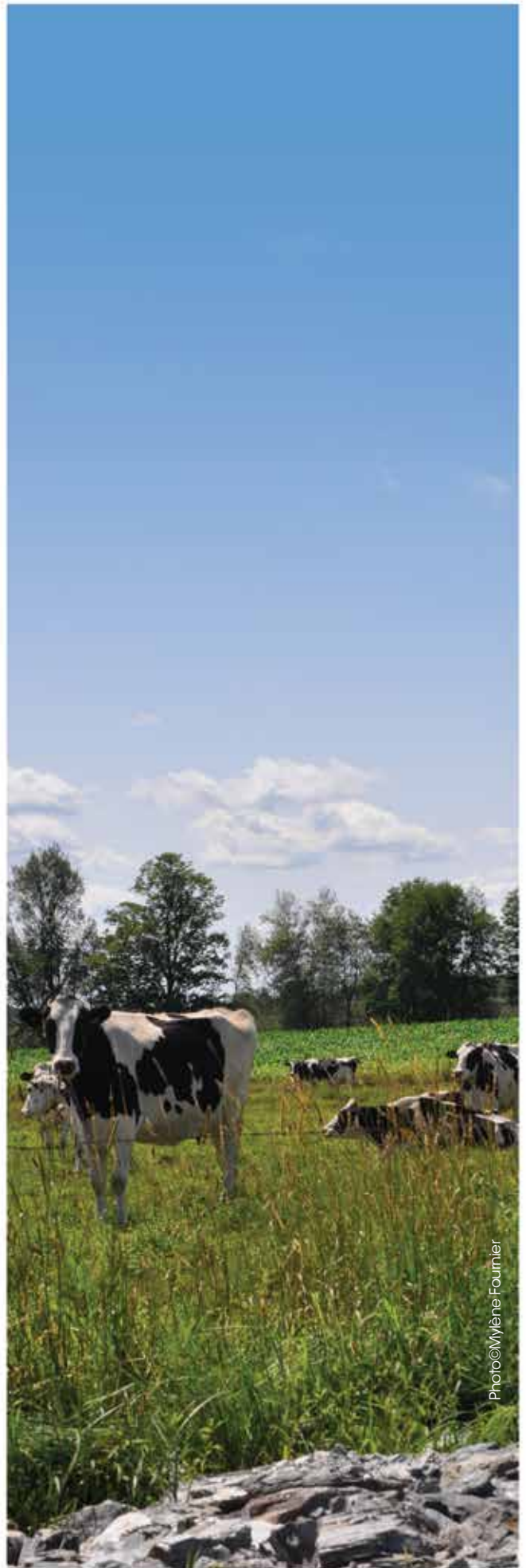
Space booking November 10	Material not provided November 10	Material Provided November 24
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# Size of Ad

## Specifications

(Width x Height)

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



Photo©Mylene Fournier

# COMMERCIAL Advertising Rates

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 not included.

## 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

## Advertiser benefits

- Your ad will be published on  | La Revue free of charge
- Display space on the website home page at 50% of regular price

## Priority positioning

Cover 2	+ 15% of the 4-colour rate
Cover 3	+ 25% of the 4-colour rate
Cover 4	unavailable, reserved for breeders
Centre	+ 30% of the 4-colour rate
Page 3	+ 30% of the 4-colour rate

## Advertising inserts

Insert in cellophane	\$1910
Tip-in insert	\$1900
Detachable brochure	\$1200
Tear-out card	\$900

\* All rates are in Canadian dollars.

## Ad specifications

High resolution PDF type PDF/X with cut marks; if bleed illustration, use 0.125 in. bleeds

PhotoShop file - CMYK colour model

Photo resolution: 300 dpi

If the document is the source file (Indesign, Quark, Illustrator...), include illustrations and fonts in a separate file (Attach a colour proof with the file)

## Mailing ad material

**Up to 10 MB**

Send to [francelemieux18@gmail.com](mailto:francelemieux18@gmail.com)

**Over 10 MO**

Send ad by We Transfer or Dropbox or contact [francelemieux18@gmail.com](mailto:francelemieux18@gmail.com)



# BREEDER Advertising Rates

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.

## Frequency discount for signed contracts

15% discount for 4 issues or more/year

10% discount for 3 issues/year

5% discount for 2 issues/year

## Catch a moment for the cover page


### The selection criteria are simple:

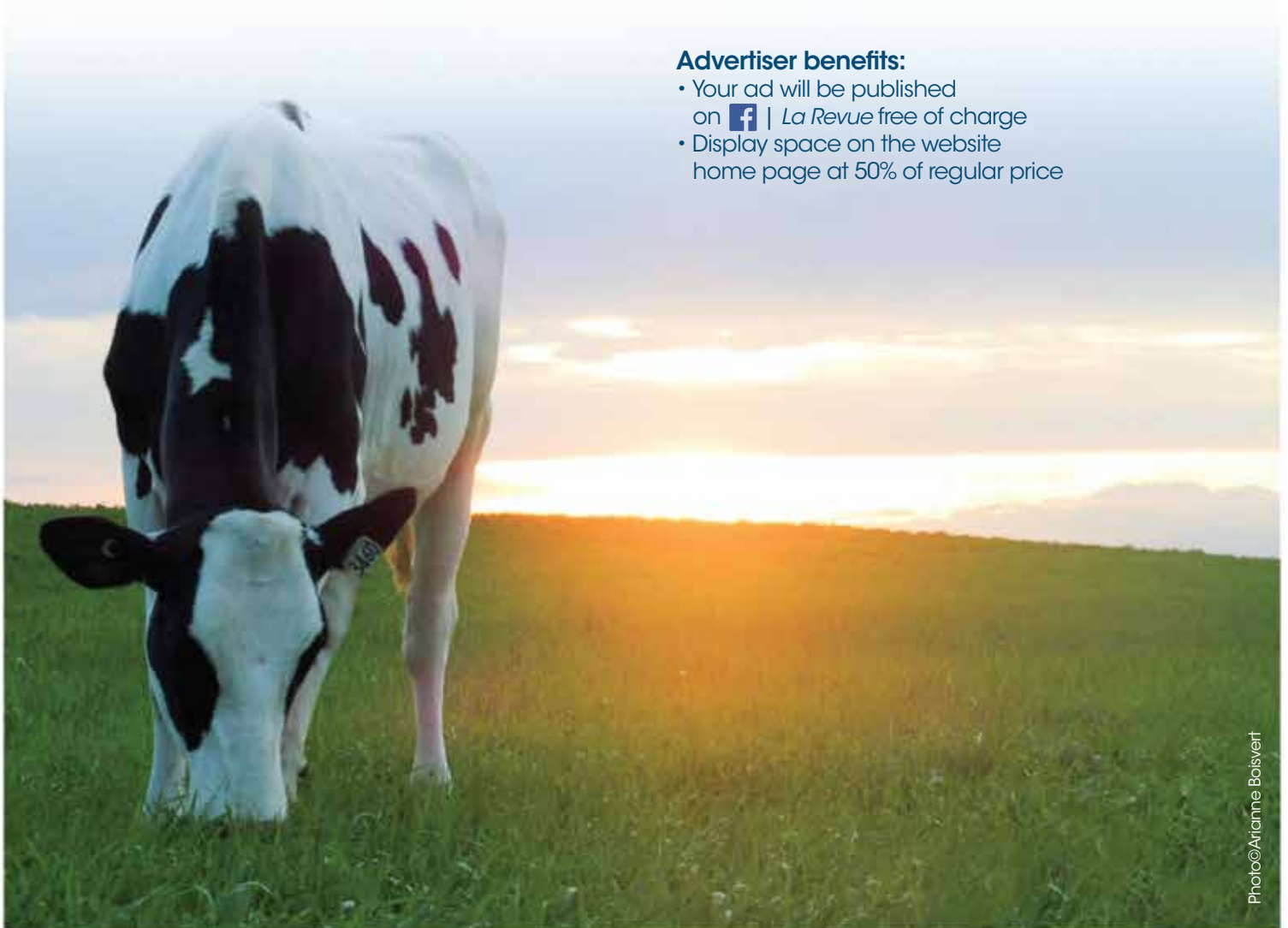
- Photograph beautiful Holstein animals in an outdoor setting or a natural environment
- Everyday situations on a dairy farm
- High resolution and vertical format photos
- No person or farm identification may appear in the photos

### Submit your photos to

France Lemieux  
francelemieux18@gmail.com  
Tel.: 819 795-5213

### Advertiser benefits:

- Your ad will be published on  | La Revue free of charge
- Display space on the website home page at 50% of regular price





# Holstein Québec Web Services

Commercial and breeder advertisers: increase your visibility with 3 display spaces offered on the website at [www.holsteinquebec.com](http://www.holsteinquebec.com)

The screenshot shows the website header with the logo 'Holstein Québec' and navigation links: Home | Shop | Contact us | News | Videos | Français. Below the header is a menu with categories: ASSOCIATION, SHOWS, SALES, EVENTS AND YOUTH, MEMBERSHIP SERVICES, and LA REVUE. Three advertising options are highlighted in blue boxes:

- A- Leaderboard (60 x 120 px)**
  - Commercial: \$300 / week
  - Breeders: \$150 / week
- B- Showcase (960 x 380 px)**
  - Commercial: \$300 / week
  - Breeders: \$150 / week
- C- Big Box (300 x 250 px)**
  - Commercial: \$300 / week
  - Breeders: \$150 / week

An 'Event calendar' for May 2021 is also visible in the bottom right corner of the screenshot.

## For commercial advertisers

Advertising space on the home page

**\$300/week**

\* 50% discount applicable with advertising in *La Revue*

**Available to commercial advertisers only**

D - Post a press release in our Press Room section

**Price - \$75**

## For breeder members

Advertising space on the home page

**\$300/week**

\* 50% discount applicable with advertising in *La Revue*

**Free services available**

### Employment Offers

Post your offer on our website, under Membership Services, and on our Facebook page.

### Videos

Holstein members and clubs have the opportunity to promote their herds or upcoming activities by posting a video in our Videos section.

### Sales Catalogues

Display your catalogue on our website, in the Sales section  
\* Some conditions apply, more information on the website

## To reserve



**Promotional Officer**

*Angèle Hébert*

hebert@holsteinquebec.com

Phone: 450 778-9636, ext. 224

**Holstein Québec**

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Tel.: 450 778-9636 • Fax: 450 778-9637 • info@holsteinquebec.com