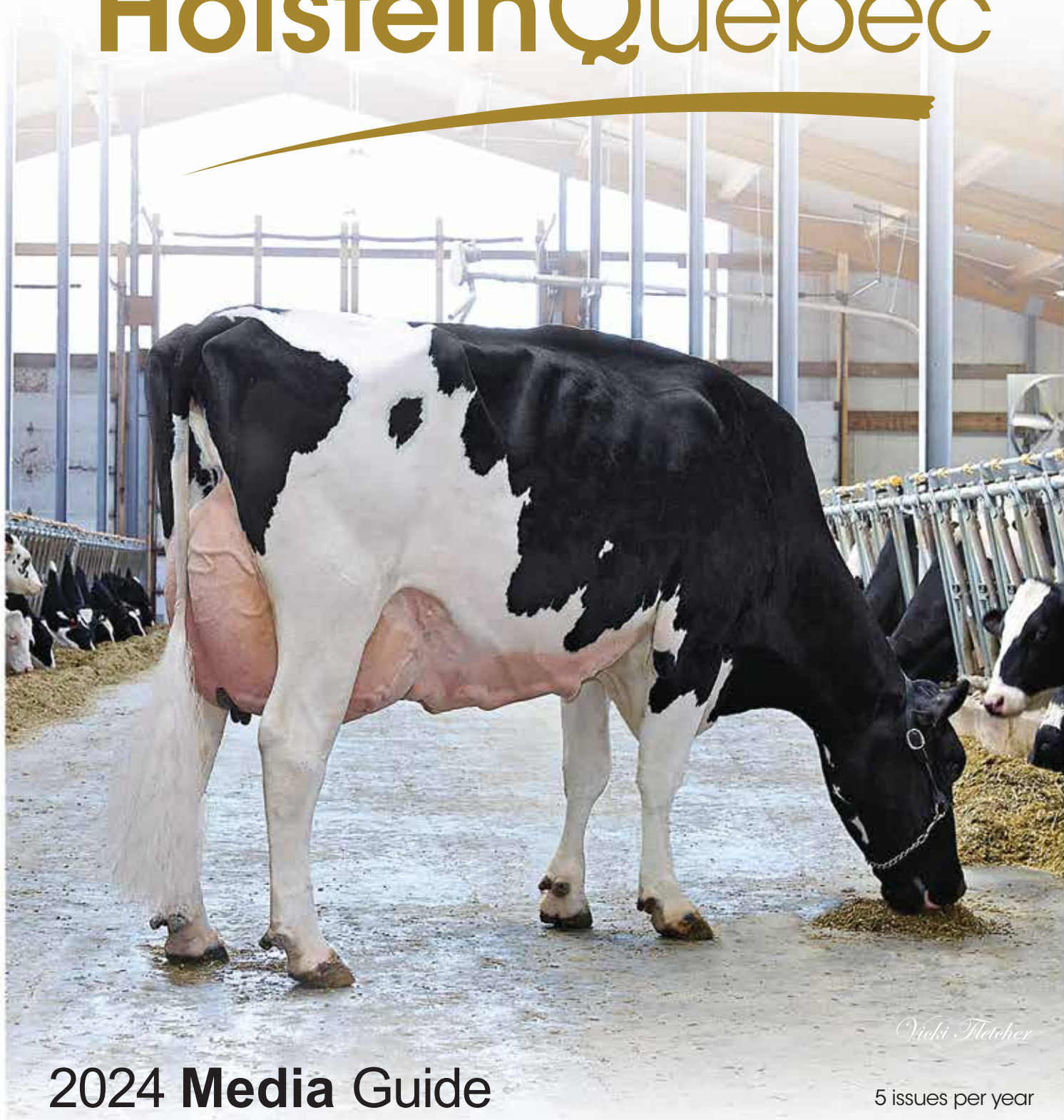


La Revue **Holstein Québec**



Vicki Fletcher


2024 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 4000 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 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

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Advertising Specialist and Production Coordinator

France Lemieux
Cell.: 819 795-5213
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




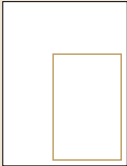

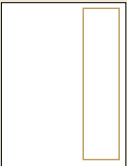
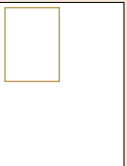
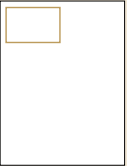
Space booking September 10	Material not provided September 10	Material Provided September 24
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DELIVERY: DECEMBER 20

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>1 page 8.25" x 10.8125" (+ 0.125 each side) 8.125" x 10.687 live area</p>	 <p>1/2 page horizontal 7.375" x 4.875"</p>	 <p>1/2 page column 3.50" x 10"</p>	 <p>1/2 page vertical 4.5" x 7"</p>
 <p>1/3 page horizontal 7.375" x 3.16"</p>	 <p>1/3 page column 2.375" x 10"</p>	 <p>1/4 page vertical 3.56" x 4.875"</p>	 <p>1/8 business card 3.56" x 2.312"</p>



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

Over 10 MO

Send ad by We Transfer or Dropbox to francelemieux18@gmail.com



Photo: Cathryn Nadeau

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

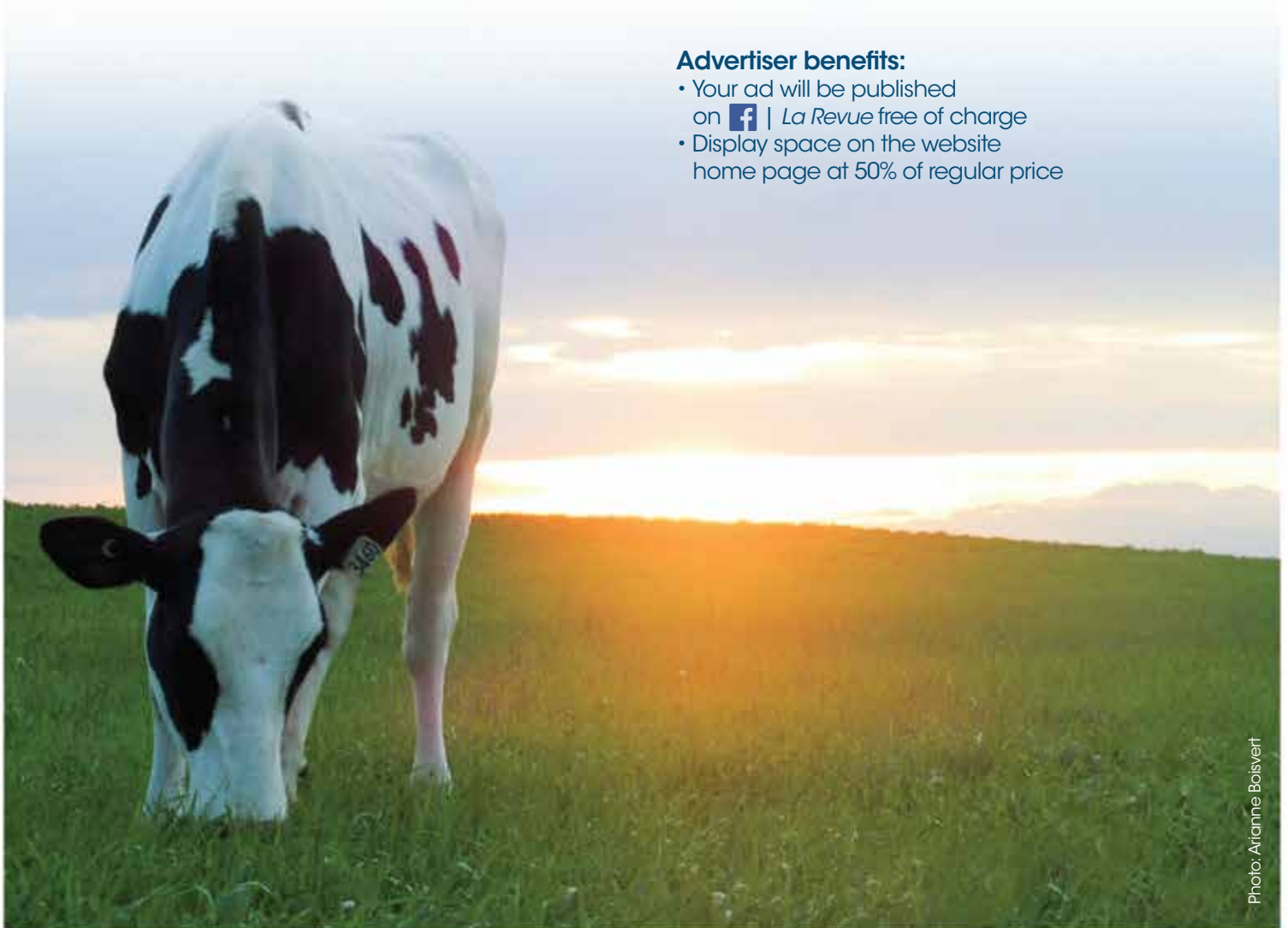


Photo: Ariane Boisvert

Holstein Québec Web Services

Commercial and breeder advertisers: increase your visibility with 3 display spaces offered on the website at www.holsteinquebec.com

The screenshot shows the Holstein Québec website interface. At the top is a navigation bar with links: Home, Shop, Contact us, News, Videos, and Français. Below this is a large banner featuring the Holstein Québec logo and a photo of cows. A search bar and social media icons (Facebook, Twitter, YouTube) are also present. Below the banner is a menu with categories: ASSOCIATION, SHOWS, SALES, EVENTS AND YOUTH, MEMBERSHIP SERVICES, and LA REVUE. The main content area is divided into three advertising spaces: A- Leaderboard (960 x 120 px), B- Showcase (960 x 380 px), and C- Big Box (300 x 250 px). Each space lists rates for Commercial and Breeder advertisers. An event calendar for May 2022 is visible in the bottom right corner.

Space	Dimensions	Commercial	Breeders
A- Leaderboard	960 x 120 px	\$300 / week	\$150 / week
B- Showcase	960 x 380 px	\$300 / week	\$150 / week
C- Big Box	300 x 250 px	\$300 / week	\$150 / week

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

\$150/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

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Holstein Québec

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