

TODAYS Angus Advantage

Today's Angus Advantage along with the Canadian Angus Association have entered into a "Strategic Alliance" creating a unique opportunity for Canadian Angus members to benefit through added value exposure. Today's Angus Advantage is published five times a year and features two Canadian Angus Association Special Issues.

Canadian Angus Special Issues are published twice a year. Our Late Fall Issue will now be known as the Canadian Angus Association Member & Sale Directory and the January Winter Issue will now be known as the Canadian Angus Association Bull Buyer's Guide. Both issues will have 15,000 copies mailed to the entire membership as well as the complete Canadian Angus commercial mailing list that is comprised of all current Angus bull purchasers throughout Canada.

These two breeder tools are unique and the only opportunity for producers to access the value created by the commercial mailing list.

CANADIAN ANGUS ASSOCIATION SPECIAL ISSUE ADVERTISING BOOKING DEADLINES...

Canadian Angus Association Member & Sale Directory

Booking Deadline: October 10 Mailing: November 6

- 15,000 Copies Distributed To The Canadian Angus Members And Commercial Mailing List

Canadian Angus Association Bull Buyers Guide

Booking Deadline: January 1 Mailing: February 1

- 15,000 Copies Distributed To The Canadian Angus Members And Commercial Mailing List

REGULAR ISSUE ADVERTISING DEADLINES & EDITORIAL CALENDAR...

Spring Issue	April 10	Female Issue - 2,500 Copies Distributed
Summer Issue	July 10	Early Sale & Prospects - 2,500 Copies Distributed
Early Fall Issue	August 10	Sale & Show Issue - 2,500 Copies Distributed

CANADIAN ANGUS ASSOCIATION SPECIAL ISSUE ADVERTISING RATES...

Full Page	\$1250.00
Half Page	\$700.00
Quarter Page	\$450.00
5 Issue Annual Card Ad	\$250.00

* 15% Discount on yearly contracts (Card Ads Exempt)

REGULAR ADVERTISING RATES...

Full Page	\$950.00
Half Page	\$550.00
Quarter Page	\$350.00
5 Issue Annual Card Ad	\$250.00

* Contract Rate 15% off (With Signed Yearly Contract)

Card Ads Exempt

YEARLY SUBSCRIPTION RATES...

Canada \$50.00
United States of America \$60.00 USD
International \$60.00 USD



For More Information Contact:

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AD SIZES...

Full Page - Trim Size 8.25"w X 10.875"h

Full Page - Live Size 7.25"w X 9.875"h

Full Page add .25" bleed on all 4 sides

1/2 Horizontal 7.25"w X 4.85"h

1/2 Vertical 3.8"w X 9.875"h

1/4 Horizontal 7.25"w X 2.40"h

1/4 Vertical 3.8"w X 4.85"h

No Bleeds on ads smaller than 1 page

MECHANICAL SPECIFICATIONS...

Paper: Cover - 100 lbs. Gloss

Inside - 80 lbs. Gloss

Inks: Process colors - CMYK

Binding: Perfect Bound

