

# Canadian Meat Goat Journal

2022 AD SPACE  
RATE CARD  
FOR CORPORATE  
AND NON MEMBERS

Official Publication of the Canadian Meat Goat Association



## Contact

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## Pricing

Size	1 Issue	2 Issues	Location	1 Issue	2 Issues
1/8 page (business card)	\$53	\$99	Inside front or back (full page)	\$244	\$472
1/4 page	\$83	\$168			
1/2 page	\$155	\$288	Back cover (full page)	\$293	\$568
Full page	\$204	\$399			

**SOLD for 2022**

## Dates & Deadlines

Issue	Material Deadline	Release Date
Summer	June 3rd	July
Winter	November 11th	December

\* Applicable taxes will be added to advertising rates.

\* The journal is published in black and white.

For ad rates for member clients, please contact [info@canadianmeatgoat.com](mailto:info@canadianmeatgoat.com)

The Canadian Meat Goat Journal is published twice a year. Our circulation is approximately 300 per issue. In addition, we distribute widely at shows, trade fairs, and other agricultural events. We send out free copies of the Canadian Meat Goat Journal to all inquiries.

## Terms & Conditions

- No contract is accepted for longer than a 12-month period from the effective date of the contract.
- The publisher is the Canadian Meat Goat Association.
- Contracts received at the publisher's office prior to the date that new rates take effect will be honored at the rates of the previous card until contract expiry.
- If two insertions run in a single issue, each counts as a separate insertion according to its respective earned size rate.
- Cancellation of an advertisement in a particular issue must be made by written notice and received at the publisher's office prior to the advertising closing date.
- In the event of default by the advertising agency, the advertiser is liable for payment of its advertising.
- The advertiser agrees to protect the publisher against legal action based on libelous statement, unauthorized use of photographs and/or other material in connection with advertisements placed on this contract and in particular to defend any such claim by all legal means available and to fully indemnify and save harmless the publisher, its officers, directors, employees and agents in respect thereto.
- The word "Advertisement" will be placed above copy that, in the publisher's opinion, resembles editorial material.
- The publisher reserves the right to refuse an ad that they feel does not serve the best interests of the goat industry.
- Advertising material is held for one year only.
- All advertising copy is subject to the publisher's approval.
- All quoted prices are subject to applicable sales taxes at the rate prescribed in legislation as applicable.
- All agreements are subject to cancellation or change at the publisher's discretion due to natural or other contingencies beyond the publisher's control.

# Electronic Files

All ads need to be set up as print ready, with appropriate bleeds. All raster source files must be 4 colour process (CMYK) or greyscale, 300 DPI / 400 KB and scaled no more than 125%. All vector artwork must be 4 colour process (CMYK) or greyscale, with type converted to outlines. Ads must correspond to the size specified in this rate sheet (see specifications table).

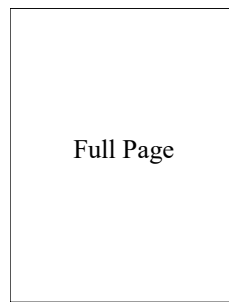
Files must be submitted in PDF X1:a2001 format, 4 colour process only (CMYK) or as a high resolution JPEG.

Please email to [info@canadianmeatgoat.com](mailto:info@canadianmeatgoat.com)

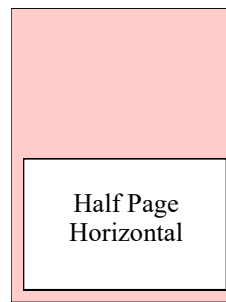
## Specifications

All measurements in inches  
 Type Page: 7 ½ x 10  
 Trim: 8 ½ x 11  
 Bleed Full Page: 8 ¾ x 11 ¼  
 Full Colour

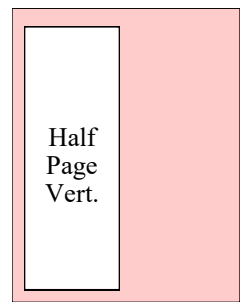
1



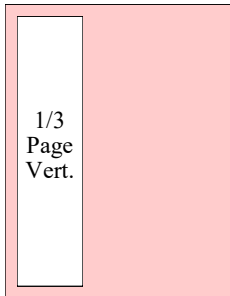
2



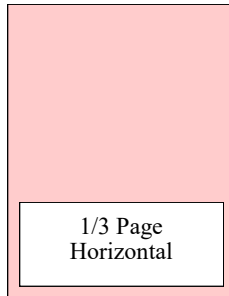
3



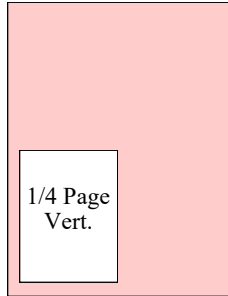
4



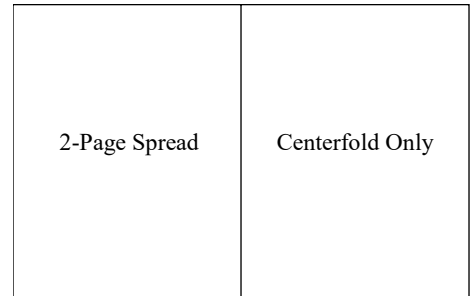
5



6



7



#	Setup	Live area (W" X H")	Bleed (W" X H")	Type safe (W" X H")
1	Full Page	8 ½ x 11	8 ¾ x 11 ¼	7 ½ x 10
2	1/2 Horizontal	7 ½ x 5	-	7 ½ x 5
3	1/2 Vertical	3 ⅝ x 10	-	3 ⅝ x 10
4	1/3 Vertical	2 ⅜ x 10	-	2 ⅜ x 10
5	1/3 Horizontal	7 ½ x 3 ¼	-	7 ½ x 3 ¼
6	1/4 Vertical	3 ⅝ x 4 ⅞	-	3 ⅝ x 4 ⅞
7	2-Page Spread	17 x 11	17 ¼ x 11 ¼	16 x 10