



# MARKET YOUR PRODUCTS AND SERVICES DIRECTLY TO BEEF PRODUCERS IN MANITOBA

*Cattle Country* is an essential read for beef producers in Manitoba who want to know about the issues, facts and opinions that affect the beef industry in the province and across Canada.

**In print since 1998**, *Cattle Country* has continually evolved to provide advertisers with a first-class newspaper of high print quality featuring vital beef industry news on every page.

*Cattle Country* is a go-to source for all stakeholders in Manitoba's beef industry.



**At a glance...**

- ✓ Produced 8 times per year, aligned with key beef industry seasons and sales
- ✓ High impact premium front page banner
- ✓ Full page inside and outside back cover advertising positions available
- ✓ Maximize your ad impact with a presence
- ✓ Extend your reach

FREE SUBSCRIPTION TO ALL  
MANITOBA BEEF PRODUCERS  
AND INDUSTRY STAKEHOLDERS  
CIRCULATION:

# 11,000

*Cattle Country* is published in February, March, May, July, September, October, November and December.

***Cattle Country* is provided online ([www.mbbef.ca/cattle-country](http://www.mbbef.ca/cattle-country)) with links in the MBP e-newsletter, Facebook and Twitter.**

*Cattle Country* delivers insight, analysis and trusted commentary on the beef industry and advertisers appearing in this newspaper can benefit from the credibility we have with our audience.

For advertisers, *Cattle Country* is the perfect environment to reach buyers of a wide variety of agricultural goods and services and people who influence purchasing decisions.

**Please refer to the Rates and Advertising Formats page for specific advertising opportunities and requirements.**

**We can create an ad to suit any budget!**



**READERS:**

- BEEF PRODUCERS
- FEEDLOT MANAGERS
- AUCTION MARTS
- CONSERVATION GROUPS
- COMMODITY GROUPS
- RURAL MANITOBANS
- GOVERNMENT OFFICIALS

# ADVERTISEMENT RATES

New customers can book 8 issues to save **40% off the regular price!**

Ad Size	Rate Per Ad		8 Full Issues (per ad)	
	Black & White	Full Colour	Black & White	Full Colour
1/16 Page	\$139.20	\$261.00	\$83.52	\$156.60
1/8 Page	\$278.40	\$522.00	\$167.04	\$313.20
1/4 Page	\$558.00	\$1,046.25	\$334.80	\$627.75
Horizontal Banner	\$360.00	\$675.00	\$216.00	\$405.00
Front Page Banner	n/a	\$775.00	n/a	n/a
1/3 Page	\$744.00	\$1,395.00	\$446.40	\$837.00
Half Page	\$1,116.00	\$2,092.50	\$669.60	\$1255.50
Full Page	\$2,232.00	\$4,185.00	\$1339.20	\$2511.00

## NEW! RECEIVE 40% OFF FOR 8 FULL ISSUES

Book a black and white or colour ad for 8 full issues and receive 40% off the regular rate! Call us to book your ads today!  
Billing: per issue after printing.

## VOLUME DISCOUNTS

Volume discounts are offered when you book more than one ad. Receive 15% off colour ads and 10% off black and white ads.  
Note: Discount does not apply when booking eight full issues.

## MECHANICAL DETAILS

- Cattle Country is printed in a tabloid format on high-quality newsprint.
- The printed page is 10 inches wide by 15.5 inches high.
- Number of columns to a page: 6
- Gutter width: 2/16 inch

## FILE DETAILS

- We use the programs Adobe InDesign and Photoshop. We can work with camera ready QuarkXpress files.  
Note: fonts must be embedded to ensure correct output.

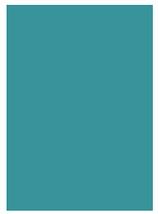
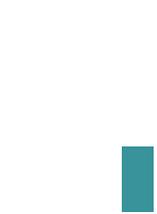
- We can create your custom ad to suit your needs. We also accept camera ready ads in a press quality, fonts embedded, pdf format.
- If sending jpeg or tiff files, please ensure they are at least 300 dpi.
- Send your high resolution logos and images to Manitoba Beef Producers at info@mbbeef.ca.
- We also use Dropbox to share these types of files. Please call 204-772-4542 or email us for more information.

## INSERTS

- Pre-printed inserts, up to a maximum size of 8.5" x 11" can be distributed in any issue. Rate is \$1,170 per issue.
- Printing options available at an additional cost. Please contact info@mbbeef.ca or call 204-772-4542 to book the insert and for delivery instructions.
- The full distribution of 11,000 inserts should be sent to: Derksen Printers, 377 Main St., Steinbach, MB, R5G 1A5. Attention: Norm Sobering.



ADVERTISING FORMATS

					
Full Page 10" w x 15.5"	1/2 Page 10" w x 7.75"	1/3 Page Horizontal 10" w x 5"	1/3 Page Vertical 6 5/8" w x 7.75"	Front Page Banner 10" w x 2.5"	Horizontal Banner 10" w x 2.5"
					
1/4 Page Horizontal 6 5/8" w x 5.75"	1/4 Page Vertical 4 3/4" w x 7.75"	1/8 Page Horizontal 4 3/4" w x 3.75"	1/8 Page Vertical 3 1/8" w x 5.8"	1/16 Page Horizontal 3 1/8" w x 2.9"	1/16 Page Vertical 1.6" w x 5.8"

# NEW! ADVERTISE IN OUR E-NEWSLETTER

The Manitoba Beef Producers E-Newsletter is distributed every two weeks through a mailing list that reaches roughly 750 subscribers. It is also placed on the MBP web site and promoted through our Facebook and Twitter feeds.

The focus of the E-Newsletter is to provide members with an update on MBP activities and news. Created as a supplement to *Cattle Country*, the newsletter also includes articles of interest to producers and details on upcoming events.

The E-Newsletter is an excellent venue to reach a sizable segment of Manitoba's beef industry and provides interested parties with an advertising vehicle in between issues of *Cattle Country*.

**750+**  
CIRCULATION  
AND GROWING

## MECHANICAL DETAILS

- The printed page is 8.5 inches wide by 11 inches high.
- Distributed bi-weekly as a high quality pdf document.

## FILE DETAILS

- Print ready ads required.
- High quality files need to be in a press quality, fonts embedded, pdf format.

Feb. 27, 2015

mbbeef.ca



## E-Newsletter

An update from Manitoba Beef Producers



### CCA President Visits

CCA President Dave Solverson (right) was in Winnipeg Thursday for a meeting with the Manitoba Beef Producers directors. Solverson provided the directors with an update on the recent BSE case, the continuing battle with the United States over Country Of Origin Labelling (COOL) and other important industry matters. The visit was part of the monthly MBP directors meeting.

## MBP conducting membership needs survey

Manitoba Beef Producers has launched a comprehensive survey of its membership.

The survey, which was officially unveiled earlier this month and will conclude on March 23, is asking members to provide their opinion on three main areas: MBP's activities and services, current challenges and risks and opportunities and challenges in the future.

"By knowing your needs, we can pursue policies and programs aimed at making Manitoba's beef

industry more sustainable into the future," said MBP general manager Melinda German. "Your opinions will help guide Manitoba Beef Producers with our ongoing strategic planning processes on behalf of Manitoba's beef industry."

MBP is hoping to reach as many producers as possible and would like to hear from all sectors involved in beef production.

All information will be kept confidential by Kelwin Consulting, a local firm that has been hired

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### Find Us Online

Facebook.com



@ManitobaBeef

[mbbeef.ca](http://mbbeef.ca)

### Upcoming Events

#### March 4

The BCRC is hosting the webinar how to produce and use sweet forages. To register click [here](#).

#### March 17

StockTalk webinar. The MAFRD farm production team produces a free monthly webinar for the livestock industry. To register for the next webinar click [here](#).

### Ad Size

### Rate Per Ad

Half Page or smaller

\$50.00

Larger than Half Page

\$100.00

**Ads created for *Cattle Country* can be used for the e-newsletter!**