

## 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.



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

# 11,000



**READERS:** BEEF PRODUCERS  
FEEDLOT MANAGERS  
AUCTION MARTS  
CONSERVATION GROUPS  
COMMODITY GROUPS  
RURAL MANITOBANS  
GOVERNMENT OFFICIALS

### 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

*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!**

# 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 6 columns wide by 15.5" high.
- Number of columns to a page: 6
- Gutter width: 2/16 inch


## FILE DETAILS

- We use the programs Adobe InDesign and Photoshop.  
*Note: fonts must be embedded to ensure correct output.*




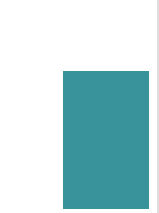
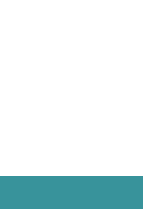







- We can create a custom ad to suit your needs - please contact us to discuss your requirements so that we can provide you with an accurate quote.
- If you require changes to your ad we can recommend a graphic designer who for a fee will assist with file preparation.
- We require camera ready ads in 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](mailto: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. Printing options available at an additional cost.
- Please contact [info@mbbeef.ca](mailto:info@mbbeef.ca) or call 204-772-4542 for pricing and to book the insert.
- 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 9.63"w x 15.5"	1/2 Page 9.63"w x 7.75"	1/3 Page Horizontal 9.63"w x 5"	1/3 Page Vertical 6.39"w x 7.75"	Front Page Banner 9.63"w x 2.5"	Horizontal Banner 9.63"w x 2.5"
					
1/4 Page Horizontal 6.39"w x 5.75"	1/4 Page Vertical 4.67"w x 7.75"	1/8 Page Horizontal 4.67"w x 3.75"	1/8 Page Vertical 3.15"w x 5.8"	1/16 Page Horizontal 3.15"w x 2.9"	1/16 Page Vertical 1.6"w x 5.8"

# 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.
- For custom ads or ongoing changes, we are happy to provide a quote.

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!***