

ADVERTISE

THE CANADIAN HEREFORD *Digest*

The Official Voice of the Canadian Hereford Association

CIRCULATION

- 3,650 to all CHA members and commercial operations that purchased a Hereford in the past 3 years.
- 350 to auction markets across Canada
- 110 to feedlots across Canada
- Additional distribution at cattle shows, trade shows and international events

ONLINE

- Average views per issue 1,633
- Average page views 94 K

	SINGLE ISSUE	3 PAGE CONTRACT	4 PAGE CONTRACT
FULL PAGE	\$1,150/ page	\$2,875 958.33/page	\$3,333.32 833.33/page
HALF PAGE	\$690.00	\$575.00	\$500.00
QUARTER PAGE	\$460.00		
QUICK REFERENCE			\$287.50
BONUS	<ul style="list-style-type: none">• Digest Sale Results• Website Sale Results	<ul style="list-style-type: none">• 1 Social Media Post• Digest Sale Results• Website Sale Results	<ul style="list-style-type: none">• 2 Social Media Posts• Digest Sale Results• Website Sale Results• 3 month web ad

*RATES EFFECTIVE MARCH 2024

Contract discounts applied on the 3rd and 4th ad insertion.

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Important Dates

ISSUE	AD INFO TO CHA	CAMERA READY
MARCH 2024	JAN 24	FEB 6
AUGUST 2024	JUL 11	JUL 17
OCTOBER 2024	SEP 13	SEP 23
JANUARY 2025	DEC 4	DEC 13

We would be happy to design your ad but please get your photos and ad information to us by the deadline so we have time to complete your ad and make any necessary revisions. The camera ready deadline is only for ads sent by another graphic designer and are print ready.

ISSUE	EDITORIAL THEME
MARCH 2024	CONNECTING CATTLEMEN
AUGUST 2024	HERD SIRE ISSUE
OCTOBER 2024	PERFORMANCE ISSUE
JANUARY 2025	COMMERCIAL ISSUE

ADVERTISSE

FULL PAGE
8.25" X 10.75"
Bleed .25"
Live Area: 7.25" x
9.75"

HALF PAGE
7.25" X 4.65"
NO Bleed
Landscape only

QUARTER PAGE
3.47" X 4.65"
NO Bleed
Vertical only

QUICK REFERENCE
2.125" X 1.15"

**ALL
ADS
FULL
COLOUR**

FOR MORE INFORMATION:
CALL JUDY FINSETH
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