

Every issue of the Limousin Voice magazine is mailed to 400 Limousin Voice subscribers as well as an additional 1,100 commercial cattlemen who have purchased a Limousin bull in the past 3 years.

2021 MEDIA KIT



LIMOUSIN VOICE

Official Publication of the Canadian Limousin Association

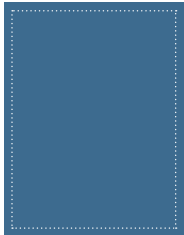


PLAN TO
ADVERTISE
EARLY!

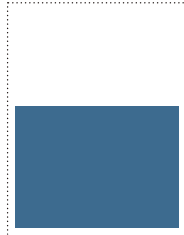
Upcoming Issues

Issue	Book by	Materials by	Camera Ready	Published
Fall	Sept 1	Sept 8	Sept 15	Sept 29
Winter	Nov 1	Nov 8	Dec 1	Dec 7
Spring	Jan 10	Jan 18	Jan 25	Feb 8

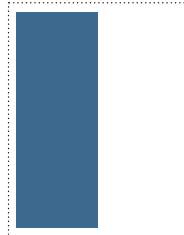
Ad Sizes (in inches)



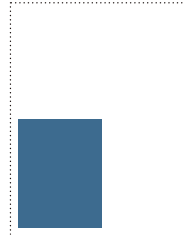
Full Page
w 9.75" h 11.5"
Bleed 0.125"



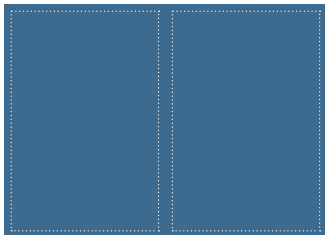
Half Horizontal
w 8.55" h 5.03in"
Bleed none



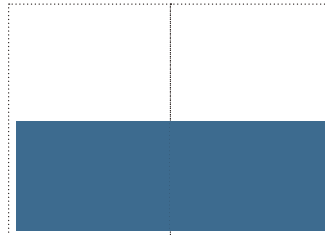
Half Vertical
w 4.15" h 10.3"
Bleed none



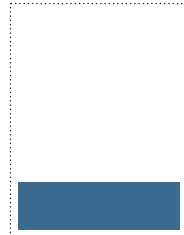
Quarter Page
w 4.15" h 5.03"
Bleed none



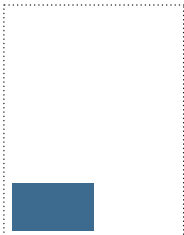
Double Page Spread
w 19.5" h 11.5"
Bleed 0.125"



Half Double Page Spread
w 18.3" h 5.03"
Bleed none



Quarter Banner
w 8.55" h 2.388"
Bleed none



Business Card
w 4.15" h 2.25"
Bleed none

Back cover, inside back cover, inside front cover, and other position pages are priced upon request.

Supplied images must be 300dpi. Although we will advise you when your images are low quality, the Limousin Voice is not responsible for blurry or pixelated images.

Advertising Rates

All ads are full color. 5% GST not included. Yearly contract discount 10% (Card Ads Exempt)

Ad Size	Rate
Double Page Spread	\$1800
Full Page	\$1000
Half Double Page Spread	\$1200
Half Vertical / Half Horizontal	\$650
Quarter / Quarter Banner	\$375
Business Card	\$250

PLEASE SEND ADVERTISEMENTS TO:

publisher@limousinvoice.net

PHONE 587.802.3110

All ads must be received by deadline.

FILE REQUIREMENTS

CMYK, High Resolution (300 dpi)

Convert all RGB, spot and Pantone colours to 4-colour process CMYK.

ACCEPTED FILE FORMATS

PDF: Embed all fonts. No image compression. Use JPG in high quality.

EPS: Convert fonts to outline. Rasterize effects to 300 dpi.

JPG: 300 dpi or greater.

We do not accept ads built in Microsoft Word, Excel, Publisher or Adobe Pagemaker.

SPREADS AND FULL PAGE ADS

Ads requiring a bleed should be built to trim size and have images or graphics extended 0.125in beyond each edge. All text and critical elements should be at least 0.5" inside trim edge.

PRINT SPECIFICATIONS

Finished size: 9.75" x 11.5", perfect bound.

FREE ONLINE ISSUE

Each issue of the Limousin Voice is available online for free! Go to limousinvoice.net and click on our latest issue.

INTERESTED IN ADVERTISING ON OUR WEBSITE?

Please email us at tverbeek@limousin.com for more information about advertising on the www.limousinvoice.net.

SUBSCRIBE

Subscribe to the official publication of the Canadian Limousin Association for \$35.00 +GST (Canada); \$50 USD (USA); or \$50 USD (International).