

« Media Kit »



Today's
Publishing

Today's Angus Advantage » Buyagro.com
Simmental Country « Cattle Call » Today's Publishing

TODAYS Angus Advantage

Today's Angus Advantage is published five times a year and features our Bull Buyers Guide Special Issue. This schedule gives Angus breeders the exposure they need to succeed.

In an effort to bring the most value to our advertisers, the Winter issue will continue to be the Bull Buyers Guide. This issue will continue to be mailed to the Complete Membership and Canadian Angus Association Commercial Mailing List.

FOR MORE INFORMATION CONTACT:

Bryan Kostiuk » 306-933-4200
bryan@todaysangus.com

Chris Poley » 306-220-5006
chris@todaysangus.com

Office: 306-933-4200 » Fax: 306-934-0744
info@todaysangus.com

www.TodaysAngus.com

Special Issue Advertising Booking Deadlines...

Bull Buyers Guide

Booking Deadline: Jan. 2 Material Deadline: Jan. 6 Camera Ready Deadline: Jan. 13 Mailing: Feb. 1
» 15,000 copies distributed to the Canadian Angus Members and Commercial Mailing List

Regular Issue Advertising Deadlines & Editorial Calendar...

Spring Issue	April 17	Distaff/Female Issue	2,500 Copies Distributed
Summer Issue	July 10	Early Sales & Prospects	2,500 Copies Distributed
Early Fall Issue	August 15	Late Sales & Shows Issue	2,500 Copies Distributed
Late Fall Issue	October 10	Late Sales & Shows Issue	2,500 Copies Distributed

Ad Sizes...

Full Page: Trim Size 8.25" w X 10.875" h
Live Size 7.25" w X 9.875" h
Full Page add .25" bleed on all 4 sides

1/2 Horizontal: 7.25" w X 4.85" h
1/2 Vertical: 3.8" w X 9.875" h

1/4 Horizontal: 7.25" w X 2.40" h
1/4 Vertical: 3.8" w X 4.85" h

No bleeds on ads smaller than 1 page

Mechanical Specifications...

Paper: Cover – 100 lbs. Gloss
Inside – 70 lbs. Gloss
Inks: Process Colours – CMYK
Binding: Perfect Bound

Special Issue Advertising Rates...

Plus GST/HST

Full Page	\$1,250.00
Half Page	\$700.00
Quarter Page	\$450.00
5 Issue Annual Card Ad	\$250.00

» 15% discount on yearly contracts
(Card Ads Exempt)

Regular Advertising Rates...

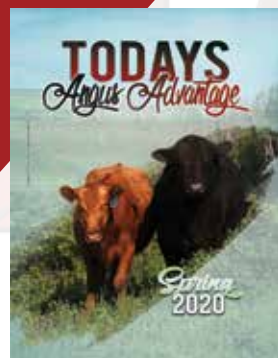
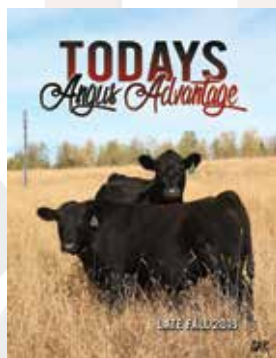
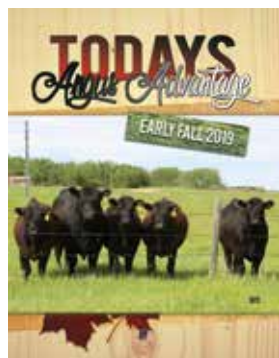
Plus GST/HST

Full Page	\$950.00
Half Page	\$550.00
Quarter Page	\$350.00
5 Issue Annual Card Ad	\$250.00

» Contract rate 15% off with signed yearly contract
(Card Ads Exempt)

Yearly Subscription Rates...

Canada	\$50.00
United States of America	\$60.00 USD
International	\$60.00 USD





BuyAgro.com is the all breeds website dedicated to keeping breeders in touch and up-to-date with the cattle industry.

It is the best place to showcase your different programs, products, activities and sale catalogues. BuyAgro.com is a full service company dedicated to creating user friendly websites that reinforce branding, increase site traffic and strengthen customer loyalty. We create attractive, professional website designs that are quick downloading and easy to use for your web site visitors.

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www.BuyAgro.com

Website Package...

The fee is annual with absolutely no hidden or add-on costs. Your page space is unlimited. It includes putting your sale catalogues online on www.BuyAgro.com at no charge. You can put as much information on your site as you like, allowing your customers to get the full picture. The only suggestion we have is that we would like it updated at least two or three times a year. No charge for updates, so it is in your benefit to update at least seasonally.

Complete Custom Website Cost: \$1,000.00 per year

Catalogue Online Only...

Cost: \$400.00 per catalogue

Link an Existing Site to BuyAgro.com...

Cost: \$400.00 per year

E-Blasts...

- >> increasing your customer base.
- >> promoting your image and breeding programs.
- >> providing information about your program to potential customers.

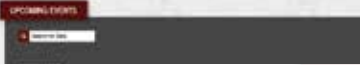
An industry term used in email marketing to describe the act of "blasting" a message out to a group of hundreds or thousands of people simultaneously, similar to the act of "blasting" a verbal message out with a loud speaker. We have an e-mail list that has over 6000 qualified cattle producers!

Cost: \$250.00 per e-blast or \$400.00 for two

Social Media Re-Post/Share...

We make a coordinated marketing effort to reinforce or assist with a business goal using one or more social media platforms. We have over 2000 likes on Facebook! A modern way to spread the word!

Cost: \$100.00 per post



CANADIAN Simmental COUNTRY

Canadian Simmental Country Magazine is the official publication of the Canadian Simmental Association. The magazine is circulated seven times per year, with two Commercial Country issues mailed to subscribers and commercial bull buyers. Canadian Simmental Country is solely owned by the Canadian Simmental Association and proudly produced by Today's Publishing Ltd.

FOR MORE INFORMATION CONTACT:

Programs Coordinator
Sue Giles >> 403-793-0409 >> sgiles@simmental.com

General Manager
Bruce Holmquist >> 639-314-4613 >> bholmquist@simmental.com

www.SimmentalCountry.com

Simmental Country Deadlines...

February Issue	January 1	Herd Sire Issue
March/April/May Issue	April 1	Spring Issue
Summer Issue	July 1	Herd Book Issue
October/November Issue	September 7	Fall Issue
December Issue	October 15	Winter Issue

Commercial Country Deadlines...

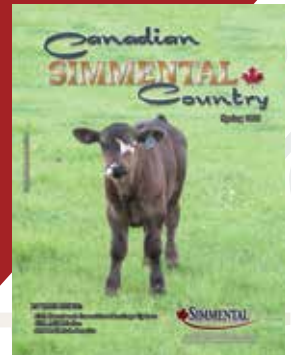
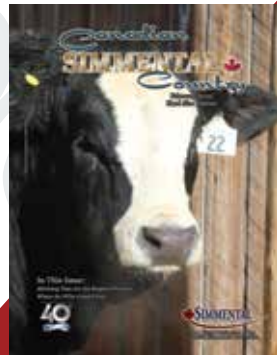
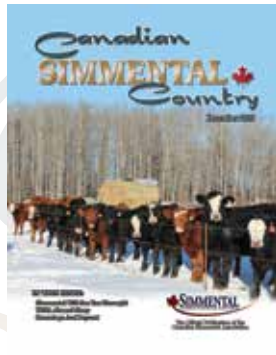
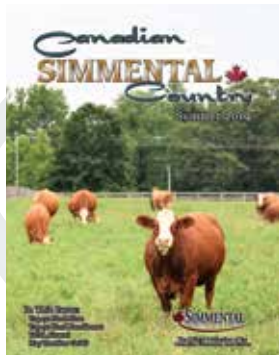
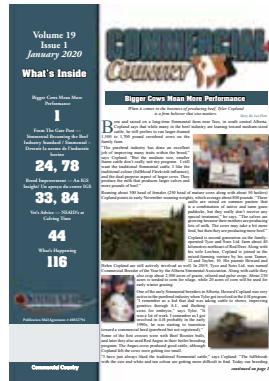
January Issue	December 1
September Issue	August 1

Advertising Rates...

Simmental Country...	Commercial Country...
Full Page Full Color	Full Page \$975.00
Half Page Full Color	Half Page Color \$715.00
Quarter Page Full Color	Quarter Page \$490.00
Business Card Ad (7 issues)	\$400.00

Ad Sizes...

Simmental Country...	Commercial Country...
Full Page: Trim Size 8.25" w X 10.875" h Live Size 7.25" w X 9.875" h Full Page add .25" bleed on all 4 sides	Full Page: Trim Size 9.25" w X 12.25" h Live Size 8.25" w X 11.25" h Full Page add .25" bleed on all 4 sides
1/2 Horizontal: 7.25" w X 4.85" h	Half Page Vertical: 4.0" w X 11.25" h
1/2 Vertical: 3.8" w X 9.875" h	Half Page Horizontal: 8.25" w X 5.25" h
1/4 Horizontal: 7.25" w X 2.40" h	Quarter Page Vertical: 4.0" w X 11.25" h
1/4 Vertical: 3.8" w X 4.85" h	Quarter Page Horizontal: 4.0" w X 5.25" h
No bleeds on ads smaller than 1 page	No bleeds on ads smaller than 1 page





Cattle Call was established in 1993 by the Saskatchewan Hereford Association as a communication tool between the commercial cattle sector and the purebred cattle industry.

Cattle Call is published twice a year. In the fall of 2019, Today's Publishing took over the production of Cattle Call magazine. It remains solely owned by the Saskatchewan Hereford Association.

FOR MORE INFORMATION CONTACT:

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bryan@tbarc.com

Chris Poley » 306-220-5006
chris@tbarc.com

Office: 306-933-4200 » Fax: 306-934-0744
info@tbarc.com

www.CattleCall.ca

Publication Deadlines...

Fall Issue	
Booking Deadline	August 20
Material Deadline	September 1
Winter Issue	
Booking Deadline	December 20
Material Deadline	December 28

Advertising Rates...

All advertising rates are subject to 5% GST	
Full Page	\$500.00
Half Page	\$350.00
Inside Front Cover	\$650.00
Outside Back Cover	\$700.00
Inside Back Cover	\$650.00
Business Card Ad Yearly	\$250.00
Website Link Yearly	\$25.00

Ad Sizes...

Full Page: Trim Size	8.25" w X 10.875" h
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Full Page add	.25" bleed on all 4 sides
1/2 Horizontal:	7.25" w X 4.85" h
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No bleeds on ads smaller than 1 page	

Mechanical Specifications...

Paper: 80 lbs. Gloss
Inks: Process Colours – CMYK
Binding: Saddle Stitched

Accounts...

All advertising accounts must be paid in full before more advertising is accepted. Payment of accounts can be made by cheque (payable to the Saskatchewan Hereford Association), Visa or Mastercard.

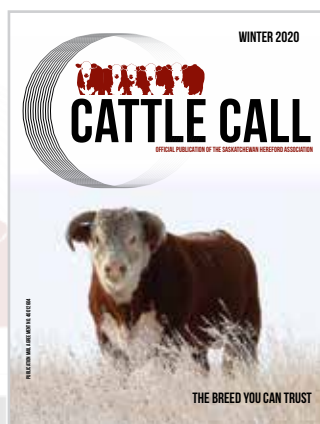
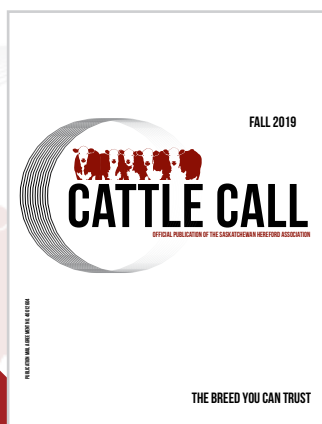
The Saskatchewan Hereford Association reserves the right to accept or reject ads.

Advertising...

To advertise, contact:
Today's Publishing
Box 2330, Warman, SK S0K 4S0
Phone: 306-933-4200
Fax: 306-934-0744
www.todayspublishing.ca

Editorial Content...

For editorial content, contact:
Saskatchewan Hereford Association
Box 160, Middle Lake, SK S0K 2X0
Phone: 306-570-7526
Fax: 306-893-4002
skhereford@sasktel.net
www.saskhereford.com



CATTLE CALL



At **Today's Publishing**, we combine all facets of visual livestock marketing. Designed to be a one-stop promotional center, we will give your breeding establishment a professional image in the livestock industry.

Advertising design, brochures and sale catalogues printed and online... you can be assured your customers will view your program in the best possible fashion.

Market share is the key factor to the success of your breeding program. All custom work is done on a quote basis.

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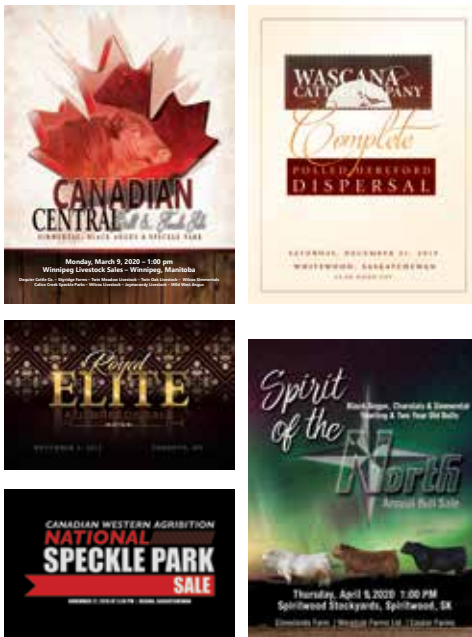
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info@tbarc.com

www.TodaysPublishing.ca

The Total Package...

Our exciting "Total Package" allows you to combine the strength and circulation of three breed leading publications in one easy and convenient package. This allows you to get your message out to qualified buyers who use your products - Ranchers (Purebred & Commercial), Feedlots, Auction Markets and Agribusinesses.

Catalogues...



Stall Cards...



Logos...



Custom Ads...



Posters...



Brochures, Flyers & Postcards...

