

# MEDIA KIT



CANADIAN  
*Simmental*  
— COUNTRY —

COMMERCIAL  
*COUNTRY*

[www.simmentalcountry.com](http://www.simmentalcountry.com)



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**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.



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# CANADIAN Simmental COUNTRY

## Simmental Country Deadlines

### February “Herd Sire” Issue

Ad/Copy	Camera	Mail
Deadline	Ready	Date
Jan. 1st	Jan. 13th	Jan. 29th

### March/April/May “Spring” Issue

Ad/Copy	Camera	Mail
Deadline	Ready	Date
Apr. 1st	Apr. 15th	May 3rd

### Summer “Herdbook” Issue

Ad/Copy	Camera	Mail
Deadline	Ready	Date
July 1st	July 13th	July 30th

### October/November Issue

Ad/Copy	Camera	Mail
Deadline	Ready	Date
Sept. 7th	Sept. 15th	Sept. 30th

### December Issue

Ad/Copy	Camera	Mail
Deadline	Ready	Date
Oct. 15th	Oct. 25th	Nov. 8th

## Simmental Country Ad Prices

Full Page Full Color	\$1,050.00
Half Page Full Color	\$600.00
Quarter Page Full Color	\$400.00
Business Card Ad (7 Issues)	\$400.00

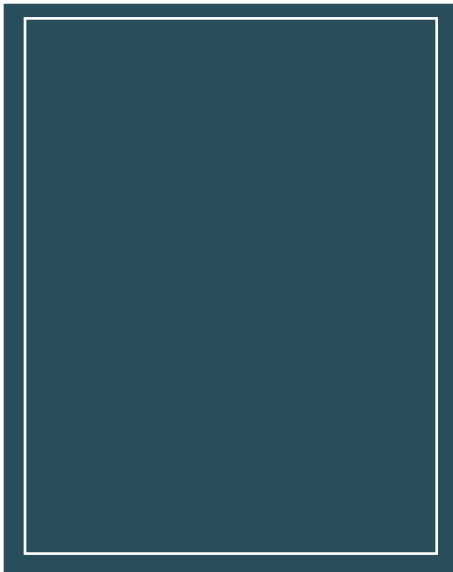
## Commercial Country Ad Prices

Full Page Full Color	\$1,300.00
Half Page Full Color	\$950.00
Quarter Page Full Color	\$650.00

*These fees are subject to the following taxes:*

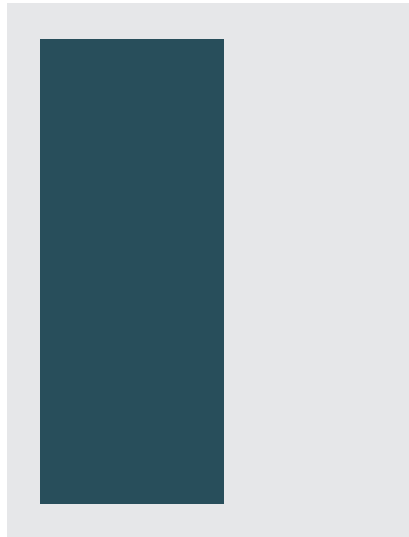
AB, SK, MB & PQ: add 5% to all fees for GST | BC: add 5% GST and 7% PST to all fees for HST  
 ON, NB & NFLD: add 13% to all fees for HST | NS: add 15% to all fees for HST  
 PEI: add 14% to all fees for HST

## Simmental Country Ad Sizes



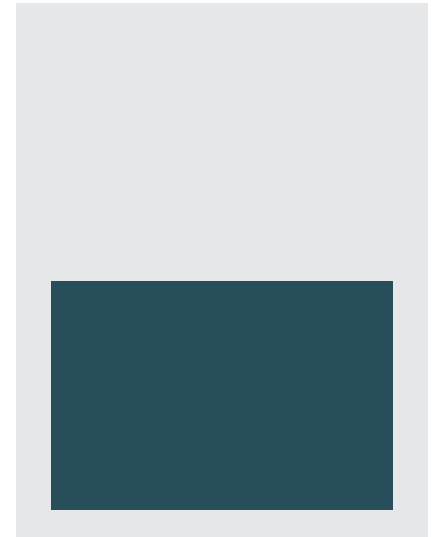
### Full Page

Width	Height
8.25"	10.875"
Margins	Bleeds
0.5"	0.25"



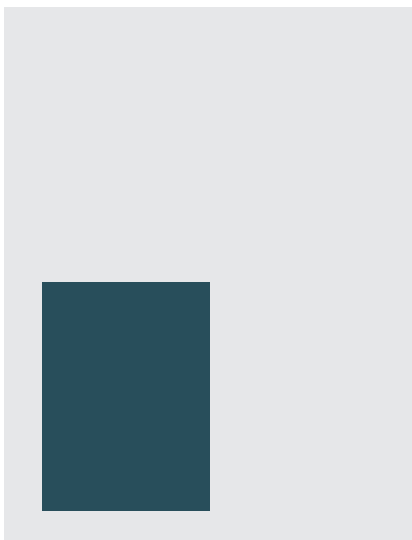
### Half Page Vertical

Width	Height
3.9"	9.875"
Margins	Bleeds
0.125"	None



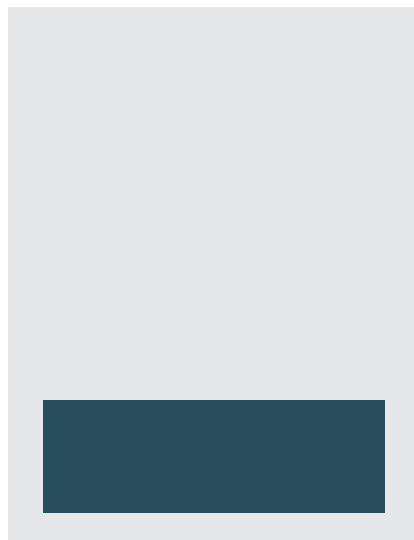
### Half Page Horizontal

Width	Height
7.25"	4.85"
Margins	Bleeds
0.125"	None



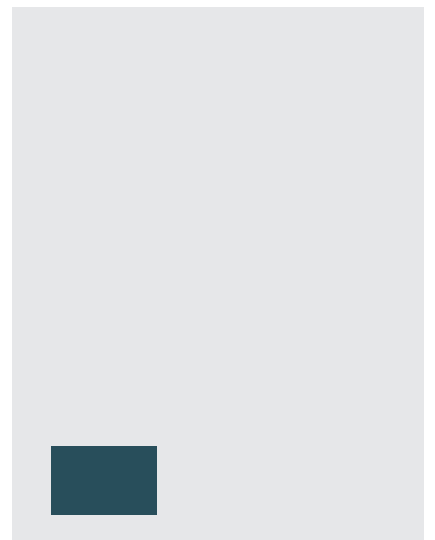
### Quarter Page Vertical

Width	Height
3.56"	4.85"
Margins	Bleeds
0.125"	None



### Quarter Page Horizontal

Width	Height
7.25"	2.4"
Margins	Bleeds
0.125"	None



### Business Card

Width	Height
2.25"	1.45"
Margins	Bleeds
0.125"	None



# COMMERCIAL COUNTRY

## Commercial Country Deadlines

### January Issue

Ad/Copy	Camera	Mail
Deadline	Ready	Date
Dec. 1st	Dec. 10th	Dec. 29th

### September Issue

Ad/Copy	Camera	Mail
Deadline	Ready	Date
Aug. 1st	Aug. 13th	Aug. 31st



## Simmental Country Ad Prices

Full Page Full Color	\$1,050.00
Half Page Full Color	\$600.00
Quarter Page Full Color	\$400.00
Business Card Ad (7 Issues)	\$400.00

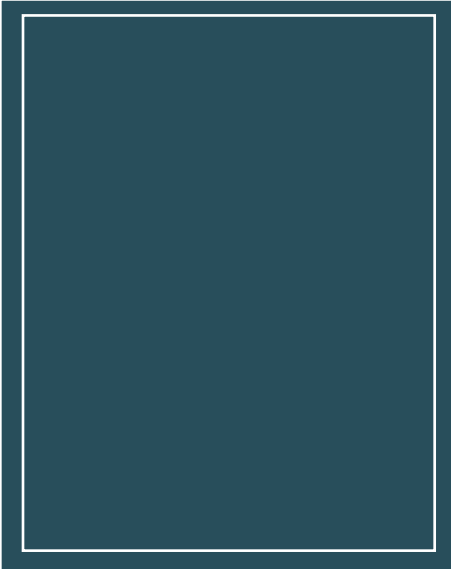
## Commercial Country Ad Prices

Full Page Full Color	\$1,300.00
Half Page Full Color	\$950.00
Quarter Page Full Color	\$650.00

*These fees are subject to the following taxes:*

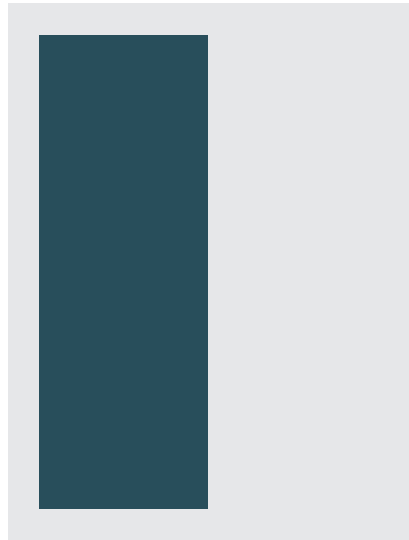
AB, SK, MB & PQ: add 5% to all fees for GST | BC: add 5% GST and 7% PST to all fees for HST  
 ON, NB & NFLD: add 13% to all fees for HST | NS: add 15% to all fees for HST  
 PEI: add 14% to all fees for HST

## Commercial Country Ad Sizes



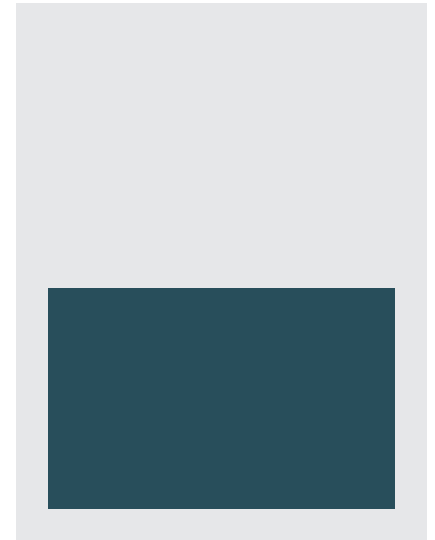
### Full Page

Width	Height
9"	11.75"
Margins	Bleeds
0.25"	0.25"



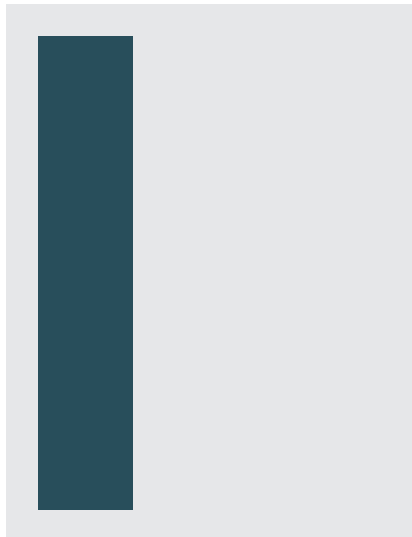
### Half Page Vertical

Width	Height
4.0"	10.75"
Margins	Bleeds
0.125"	None



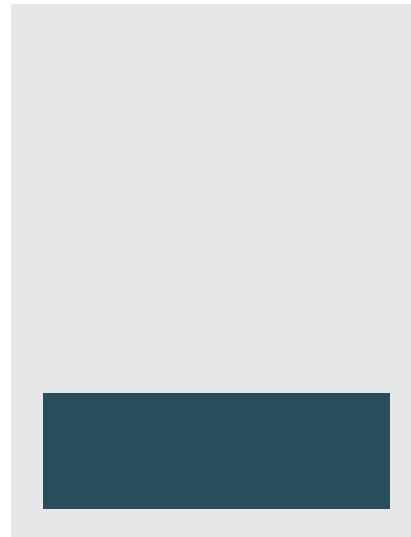
### Half Page Horizontal

Width	Height
8.0"	5.25"
Margins	Bleeds
0.125"	None



### Quarter Page Vertical

Width	Height
4.0"	5.25"
Margins	Bleeds
0.125"	None



### Quarter Page Horizontal

Width	Height
8.0"	2.50"
Margins	Bleeds
0.125"	None



## **Simmental Country Contract Options**

### **7 Issue Full Page Contract**

Ads will run in 7 consecutive issues  
(5 Simmental Country and 2 Commercial Country)

#### **Included in 7 issue full page contract:**

- Ads will run in 5 issues of the Simmental Country within a one year period of signing
- Ads will run in 2 issues of the Commercial Country within a one year period of signing
- One additional page in a Simmental Country issue and one additional page in a Commercial Country issue
- One annual subscription free of charge
- Sale attendance by a Simmental Country representative\*\*
- Your business card in the business card section of both magazines for one year free of charge

### **4 Issue Full Page Contract**

Ads will run in any 4 issues (Simmental Country or Commercial Country) within a one year period of signing

#### **Included in a 4 Issue Full Page Contract is:**

- Ads will run in any 4 separate issue of Simmental or Commercial Country within a one year period of signing
- One additional page in a Simmental country issue
- One annual subscription free of charge
- Sale attendance by a Simmental Country representative\*\*
- Your business card in the business card section of both magazines for one year free of charge

### **7 Issue Half Page Contract**

Ads will run in 7 consecutive issues (5 Simmental Country and 2 Commercial Country)

#### **Included in a 7 Issue Half Page Contract is:**

- Ads will run in 5 issues of the Simmental Country within a one year period of signing
- Ads will run in 2 issues of the Commercial Country within a one year period of signing
- One annual subscription free of charge
- Sale attendance by a Simmental Country representative\*\*

### **Yearly Business Card Contract**

\$400.00 (as of January 1, 2021) for your business card to appear in our Business Card Section of both magazines for all 7 issues over a one year period.

- Included in this contract is an annual subscription to the magazine.

\*\*Minimum of 2 one-page, full-color advertisements annually required for sale attendance by a Simmental Country Representative.

## **Policies and Information**

### **Mailing Dates**

Each issue will be mailed on or around the first of the month. Simmental Country, which mails as second class pending, assumes no responsibility for actual receipt date.

### **Changes & Cancellations**

Alterations in ad copy, if requested after closing date, will be made if time permits; but these may incur charges for time and materials. Cancellation after closing date may also incur charges.

### **Color & Photo Charges**

Advertising rates are for full color advertisements.

### **Layouts & Proofs**

Requests for special layouts should be in the Country office by the 21st of the second month preceding publication. Although every effort will be made to provide proofs on all ads, proofs are guaranteed only if all ad material arrives in the Country office prior to deadline.

### **Terms**

All accounts are due and payable as invoiced. Interest charges 1.5 percent per month (18% per annum) will be assessed to accounts 30 days past due.

### **Advertising Content**

The Country assumes no responsibility for the accuracy and truthfulness of submitted advertising copy, and has the right to refuse any ad copy or photos. Advertisers shall indemnify and hold harmless the Country containing pedigrees or statements regarding performance. These must conform to records kept by the Canadian Simmental Association. Copy deviating from official records may be changed as necessary without advertiser consent.

### **Editorial Policy**

Opinions expressed are the writer's and not necessarily those of Simmental Country or the Canadian Simmental Association. Photographs are welcome, but no responsibility is assumed during transit or while in the office.



## Subscribe

To ensure continued delivery of your Simmental Country magazine, complete the subscription form below and return it with your payment for one-year or two-years. Contract and business card advertisers will receive a complimentary subscription.



**SUBSCRIPTION FORM**



Simmental Country is the official publication of the Canadian Simmental Association. We endeavor to bring you up-to-date information and articles that are of interest to both the purebred and commercial cattlemen.

**Canada 2ND Class Mailing  
Cheque or Visa/MC**

- \$40.00 plus tax - one year  
 \$75.00 plus tax - two years

**U.S 1ST Class Mailing  
Cheque or Visa/MC (US Funds)**

- \$65.00 - one year

**Foreign 1ST Class Mailing  
Visa/MC only (US Funds)**

- \$130.00 plus tax - one year

PLEASE CHECK ONE OF THE ABOVE

**To purchase your subscription, please forward payment to**  
#13 - 4101 - 19th St. NE Calgary, Alberta Canada T2E 7C4  
Fax/Email your Visa/MC number, expiry date and CVV.  
Cheques payable to the Canadian Simmental Association.

Farm Name: \_\_\_\_\_ CSA#: \_\_\_\_\_  
Name: \_\_\_\_\_  
Address: \_\_\_\_\_  
City: \_\_\_\_\_ Province/State: \_\_\_\_\_  
Country: \_\_\_\_\_ Postal/Zip Code: \_\_\_\_\_  
Card #: \_\_\_\_\_ Expiry: \_\_\_/\_\_\_ CVV: \_\_\_\_\_  
Signature: \_\_\_\_\_



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The official publication of the Canadian Simmental Association

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