Angus Life is an industry-leading resource for purebred and commercial breeders, retailers, researchers, consumers and international partners. Every issue features up-to-date content relevant to today's industry. Space is limited, book your ad today!

ANGUS LIFE 2021

Inspiring innovation. Powering progress.

For more information on Angus Life or to purchase an ad for the 2021 edition, please contact the Canadian Angus Association at 1-888-571-3580 or cdnangus@cdnangus.ca

2021 ANGUS LIFE
AD SIZES, SPECIFICATIONS & PRICES

OUR READERSHIP COVERS EAST COAST TO WEST COAST:

Location	Readership
Maritimes	215
Quebec	399
Ontario	868
Manitoba	1,698
Saskatchewan	4,437
Alberta	5,248
British Columbia	940

Rates include full colour unless otherwise noted	Industry Rate	Member Rate
Full page	$2,200	$1,100
Half page	$1,650	$825
Quarter page	$1,100	$550

Angus Life will be mailed to every commercial bull buyer from the past three years. Additional Angus Life magazines will be distributed to auction marts, handed out at events, and other various industry locations for a total distribution of 17,500 magazines.

Ad Type *(all sizes are width by height)*	Non-bleed Dimensions	Bleed Ad Dimensions	
	Live Area	*Trim*	*Bleed*
Double-page spread	15.125" x 10"	16.25" x 10.75"	16.75" x 11.25"
Full page	7" x 10"	8.125" x 10.75"	8.625" x 11.25"
Inside front cover	7" x 10"	8.125" x 10.75"	8.625" x 11.25"
Outside cover	N/A	8.125" x 10.75"	8.625" x 11.25"
Inside back cover	7" x 10"	8.125" x 10.75"	8.625" x 11.25"
Half-page horizontal	7" x 4.75"	N/A	N/A
Quarter-page vertical	3.5" x 4.75"	N/A	N/A

DEADLINE FOR ALL PRESS READY ADS IS NOVEMBER 15, 2020

Disclaimer: *request for specific ad placement in Angus Life will be done to the best of our ability but the Canadian Angus Association is not responsible for placement of ads within the magazine. Ads will be placed according to content and region as well as on a first-come, first-placed basis for requests.*

Please note: *Ads will be billed upon confirmation of booking. Ads can be paid for via credit card, e-transfer, or cheque. If you have credit card information on file already, the CAA will charge your card. Please let us know if you need to defer payment.*

PURCHASE OF AD(S) WILL INCLUDE POSTING ON THE CANADIAN ANGUS WEBSITE, ROAD MAP TO SUCCESS, MENTION AT EVENTS THROUGHOUT THE YEAR, MINIMUM OF TWO SOCIAL MEDIA POSTS, LISTED EVENT(S) ON ONLINE CALENDAR, AS WELL AS A SPECIAL GIFT.

ALL AD PAYMENTS ARE DUE BY DECEMBER 31, 2020. A DISCOUNT OF 10% WILL BE GIVEN TO ANY ADS PAID PRIOR TO NOVEMBER 15, 2020.

PLEASE NOTE: We do not accept ads in Microsoft Word, Publisher or InDesign format. All files will be reviewed to ensure they meet pre-press standards. Clients will be contacted regarding any modifications required. Canadian Angus Association will not be held responsible for any errors made.

FILE SUBMISSIONS: Electronic files must arrive in press-ready (high resolution) Acrobat PDF format. When saving a file in PDF format ensure all fonts are embedded and limit photo resolution to 300 dpi. Colour ads must be CMYK; RGB images are not acceptable. Files must be sent electronically by e-mail to cdnangus@cdnangus.ca or shared via a Dropbox link.

ADVERTISING CONTENT: All copy subject to the approval of the publisher, who reserves the right to reject, discontinue, or omit any advertisement or cancel any advertising contract without penalty to either party. Publisher reserves the right to place the word "Advertisement" centered in 8 pt font over any paid announcement.

TERMS: Accounts payable in Canadian funds. Net 30 days. Publisher reserves the right to charge 1.58% interest per month (19% per year) on overdue accounts. Interest charges will be applied as of January 1, 2021 on any overdue accounts.

CANCELLATIONS: No cancellations accepted after closing date. Cancellation of advertisements that have been set will be subject to production charge.

LIABILITY: Advertiser and advertising agency assume liability for content (including text, representations, and illustrations in advertisements printed) and also assume responsibility for any claims arising therefrom made against the publisher.

COLOUR REPRODUCTION: Publisher will not be responsible for unsatisfactory reproduction of colour advertisements unless accurate colour proofs are supplied.

DIGITAL SERVICES: The Canadian Angus Association is pleased to offer design services as needed on a limited first-come, first-served basis. Costs for design are $450 for a full page, $375 for a half page and $300 for a quarter page design. The Association is not responsible for any errors, omissions or missed deadlines that may occur with the designed piece.