

THE CANADIAN HEREFORD *Digest*

The Official Voice of the Canadian Hereford Association

CIRCULATION

- **3,500+** 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	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 2025	JAN 24	FEB 6
AUGUST 2025	JUL 11	JUL 17
OCTOBER 2025	SEP 12	SEP 18
JANUARY 2026	DEC 5	DEC 11

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
JANUARY	COMMERCIAL ISSUE
MARCH	CONNECTING CATTLEMEN
AUGUST	HERD SIRE ISSUE
OCTOBER	PERFORMANCE 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:
CONTACT EMMA CROSS

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