

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**

BREEDER RATES

	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.

THE CANADIAN HEREFORD *Digest*

Important Dates

ISSUE	AD INFO TO CHA	CAMERA READY
JANUARY 2026	DEC 5	DEC 11
MARCH 2026	JAN 19	JAN 26
AUGUST 2026	JUL 6	JUL 13
OCTOBER 2026	SEP 1	SEP 8

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

ADVERTISER

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"



FOR MORE INFORMATION:
CONTACT EMMA CROSS

403-909-8410
emma@hereford.ca