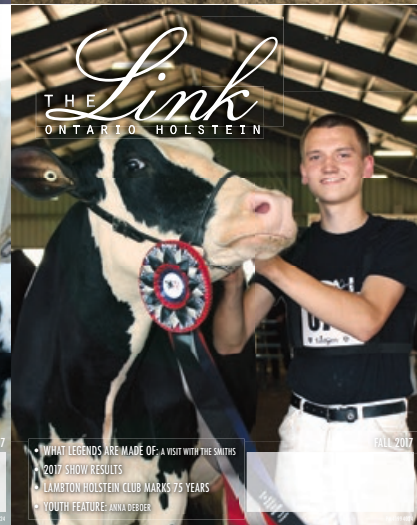


THE *Link*

ONTARIO HOLSTEIN



2018 Media Kit

Linking over 13,000 readers across Ontario...
4 TIMES A YEAR!

reaching over 4,000

Holstein Breeders in Ontario



At the Ontario Holstein Branch, our commitment to help Ontario Holstein producers market their genetics and to develop youth programs to foster future generations of leaders in the dairy industry is as strong as ever. As the provincial branch of Holstein Canada, we aim to increase membership, registration and involvement in breed improvement programs.

As a testament to that commitment and drive, we introduced The Link magazine in the spring of 2010 to showcase the many programs and services offered by the association, as well as market the superior genetics of our breeders and highlight the accomplishments of our breeders and youth.

We estimate that an average of three members in each household read our magazine. With a membership of over 4,000 Holstein Breeders covering 40 counties in Ontario alone and over 1,000 readers online each issue, The Link has established itself as a key publication for your advertising.

PUBLISHER

The Link is the official publication of the Ontario Holstein Branch. All Holstein Canada members in Ontario receive the magazine complimentary with their Holstein Canada membership. Additionally, The Link is available free online. Outside companies and/or individuals can order a hardcopy subscription by contacting the Ontario Holstein Branch office. Our subscription rates are:

CANADA: \$25 | INTERNATIONAL: \$60 | USA: \$45 | ONLINE: FREE

What our advertisers are saying...

“Our first advertisement in The Link actually came as a result of a Gift Certificate we had received just after the magazine was launched by the Ontario Holstein Branch. That was seven years ago!

As we now look back, it has been such a pleasure to work with the many talented design people who were willing to listen and capture our ideas and vision. The Link team is to be congratulated on their outstanding efforts in producing such a great publication!

— Glenn & Ashley Beckett
Beckridge Holsteins, Keswick, ON

“RK enjoys advertising in The Link. It is always an attractive and informative publication. It helps the RK crew keep in touch with the activities of our clients.”

— Janet Reid, RK Animal Supplies

RATE CARD 2018

Commercial

FULL COLOUR CAMERA-READY ADS

Ad Size	1 Time	2 Times	4 Times
Back Cover	\$1,400	\$2,660	\$4,760
Two-Page Spread	\$2,200	\$4,290	\$8,470
Full Page	\$1,400	\$2,660	\$4,760
1/2 Page	\$1,000	\$1,900	\$3,400
1/4 Page	\$600	\$1,170	\$2,310
Business Cards	\$75	\$140	\$200

- Breeder rates include the cost of design with the close-cropping of ONE animal in a quarter page and TWO animals in a half or full page. Any additional requests for close-cropping will be billed at a rate of \$25/photo. Breeders who do not require design services will receive a 10% discount.
- Premium ad space may be requested at an additional cost of \$100 for inside front and inside back covers. All other preferred ad placement requests will be accommodated where possible.
- Payment for ad space is due upon receipt of invoice and full payment for Business Card Ads is due upon first insertion. Volume discounts for two and four ad bookings will be applied on final invoice.
- A credit card number will be obtained at the time of booking and if payment is not received within 30 days from the date of invoice, the

Breeder

FULL COLOUR ADS WITH DESIGN

Ad Size	1 Time	2 Times	4 Times
Back Cover	\$1,400	\$2,660	\$4,760
Two-Page Spread	\$1,600	\$3,120	\$6,160
Full Page	\$850	\$1,660	\$3,275
1/2 Page	\$550	\$1,075	\$2,120
1/4 Page	\$350	\$685	\$1,350
Business Cards	\$75	\$140	\$200

outstanding balance plus an additional 2.86% will be charged to the credit card on file.

- The Ontario Holstein Branch reserves the right to void any future space for which payment is not received OR if materials are not received by the deadline established.
- Cancellation of advertisements must be made in writing and received at the Branch office before the advertising deadline.
- All advertising copy is subject to approval by the Ontario Holstein Branch and will not be automatically published.
- Ad copy that resembles editorial copy will have the word "advertisement" placed at the top.
- The magazine mailing list is not available for direct mail purposes.

Publication Specifications & Schedule

MAGAZINE SPECIFICATIONS

Size: 8.5" x 11"

Live Area: minimum 1/4" inside trim

Bleed Area: minimum 1/8" beyond trim

ACCEPTED FILE TYPES

The Link is created using Adobe® software on a Mac platform. If your system is capable, we are happy to receive your ad digitally in either a high-resolution PDF or JPG (minimum 300dpi)

COLOUR

The publication is printed using a CMYK colour format. Please forward all files saved in a CMYK profile in order to ensure accuracy in print colour.

PHOTOGRAPHS

Photos submitted to the publication must be a minimum resolution of 250 dpi (300 dpi is preferable) and saved as a JPG.

IMPORTANT: All photographs submitted must be accompanied by the photographer's information. If a photo contains a recognizable face, consent from that individual or their parent/guardian must also accompany the photo.

CONTACT INFORMATION

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Issue	Booking Deadline	Distribution Begins
Spring '18	February 23	April 16
Summer '18	May 25	July 20
Fall '18	August 24	October 12
Winter '19	November 16	January 11

2018 Editorial Schedule

SPRING 2018

- Master Breeders
- Annual General Meeting Report
- District Tour Recap

FALL 2018

- Inter-county Judging Results
- County Show Results
- Junior Show Results

SUMMER 2018

- Ontario Dairy Youth Winners
- Breeder's Cup Results
- Dairy Sen\$e Report

WINTER 2019

- Royal Wrap-up
- All-Ontario Results
- District Tour Maps

