

## The Voice of the Alberta Sheep Industry

Providing quality production information and industry news to the fastest growing sheep producing province in Canada.

**N'ewesletter** is Alberta's most widely read sheep publication. With an estimated 4400 readers and a strong history of providing quality information we have earned the trust of sheep and wool producers across our province and beyond. The Publisher of N'ewesletter is Alberta Lamb Producers (ALP).

Alberta Lamb Producers—your industry association—has been the voice of producers and the connecting hub in the supply chain since 1972. We take our responsibility to advocate, educate, and help grow the industry seriously. Our mission: **Alberta Lamb Producers is a dynamic partner in building a sustainable, thriving industry for sheep producers.**

Our ongoing commitment: To build the strength and prosperity of our community. Our members asked for advertising and ALP responded. **Targeted. Effective. Affordable.** One of the best advertising investments in the Alberta agricultural sector.

### Mechanicals

The following specifications will ensure your ad is reproduced accurately.

<b>Art:</b>	
•	Files must be built to correct size.
•	Inks used for print are CMYK (covers and inside covers) and black for the body of the newsletter. No additional inks will be used.
•	Images used must be CMYK, at 300 DPI (or 300 PPI for photos) and will be used at no larger than 100 percent of actual size.
•	The use of fine lines and small lettering (under 7 points) should be avoided.
•	Please provide all art submissions as press quality .PDF files. If you cannot provide this format, please contact the Advertising Coordinator for alternative options.
•	The client accepts responsibility for the accuracy of the text and quality of the images.
•	The client accepts responsibility for obtaining all legal rights to the use of any image in the advertisement.
•	Clients will be contacted regarding any modifications should they be required. Changes to ads will be billed at \$75/hr.
<b>Ad Size:</b>	
<b>Cover and Inside Covers, W x H</b>	
1.	Full page with half inch margin, 7.5" x 10.0"
2.	Half page, horizontal, 7.5" x 4.75"
<b>Inside Pages, W x H</b>	
1.	Full page, 7.5" x 9.5"
2.	Half vertical, 3.63" x 9.5"
3.	Half horizontal, 7.5" x 4.63"
4.	Third vertical 2.35" x 9.5"
5.	Third horizontal 7.5" x 3.0"
6.	Quarter vertical, 3.63" x 4.63"
7.	Business card, 2.0" x 3.5"

### N'ewesletter Facts

- N'ewesletter is published 4 times per year.
- The N'ewesletter is provided to 99% of Alberta Producers (September 2015 total: 2130) and to outside agencies, media, Ag colleges, supply chain partners, certified vets, and government departments. It is also sent to out-of-province sheep producers and industry organizations.
- Estimated readership is 2 people per publication for a total readership of ~4400.
- All subscribers of **N'ewesline** (our free timely news and update service) receive a link to their online N'ewesletter via email. Fast, efficient, and environmentally responsible. Sign up today at <http://www.ablamb.ca/news/newesline.html>.
- The ALP website, home of our online classified ads, received over 10,000 hits in 2014 and an average of 850 hits per month.
- Publication Size: 8.5 X 11 finished size
- Printed on quality (non-newsprint) stock with a colour gloss cover. Online version in full colour at <http://www.ablamb.ca/news/newsletter.html>.
- Please see the Publishing Schedule for submission deadlines.

#### Send Materials To:

Advertising Coordinator: Janice Eckstrand  
 Phone: (403) 993-5245  
 Email: [ads@ablamb.ca](mailto:ads@ablamb.ca)  
 Fax: (403) 912-1455

or mail to:  
 Alberta Lamb Producers  
 Agriculture Centre  
 97 East Lake Ramp NE  
 Airdrie, AB, T4A 0C3

FOR MORE INFORMATION CALL:  
 (403) 948-1522 or go to:

<http://www.ablamb.ca/news/advertising>  
 for more information.

BUILDING THE VISION TOGETHER.

*"A flock in every field and lamb on every plate."*



## Advertising Rates

Full Colour	1 x Insertion	4 x Insertion (-10%)
Back Cover – Full page	\$400	\$1440
Inside Covers – Full page	\$375	\$1350
Inside Covers – Half page	\$190	\$684

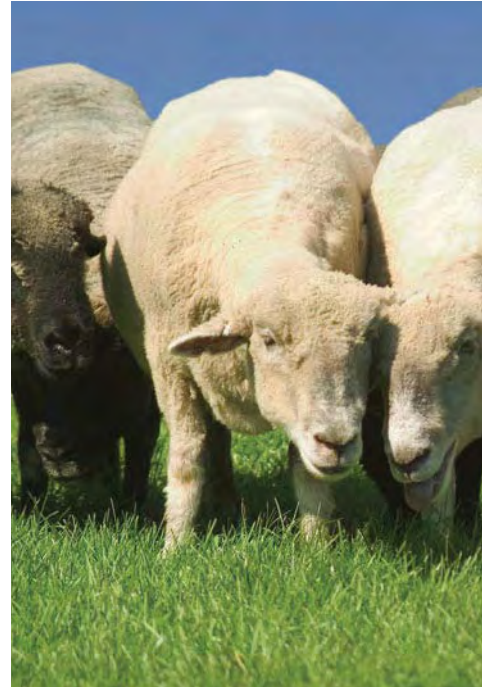
Black & White	1 x Insertion	4 x Insertion (-10%)
Full Page	\$275	\$990
1/2 Page	\$175	\$630
1/3 Page	\$145	\$522
1/4 Page	\$95	\$342
Business Card	\$55	\$198
Classified Ad - Alberta Producers (4 lines x 1 column)	Free	Free
Classified Ad - Others	\$25	\$90

Rates are quoted in Canadian dollars and are subject to GST. Effective May, 2011

**Insert Rates:** N'ewesletters are mailed out via Canada Post. Insert details on request by emailing [admin@ablamb.ca](mailto:admin@ablamb.ca), or faxing 403-912-1455.

**Colour:** The entire online N'ewesletter is in full colour (RGB). The print publication only has colour on the outside and inside covers (CMYK). The interior pages of the printed publication are grayscale.

**Design:** Design services are billed at \$75 per hour. Please note: Incorrect sizing or specifications may result in design charges. We are happy to create, or modify ads for you. There will be a minimum charge of \$37.50 and further charges will be billed in 15 minute increments. Please submit your request at least one week before the advertisement deadline.



### Publication Schedule: 2018

Advertisements or articles are due no later than the submission deadline. Late submissions will not be included.

#### 2018

Issue	Submission Deadline
January	December 1, 2017
April	February 28, 2018
June	May 18, 2018
October	August 27, 2018

#### 2019

Issue	Submission Deadline
January	November 30, 2018

BUILDING THE VISION TOGETHER.

*“A flock in every field and lamb on every plate.”*



## Creating Community & Industry Connections

### Advertising Terms and Conditions

To ensure that your ad is published easily and accurately please read and follow all of the terms and conditions outlined here. You may submit your ad by emailing the completed submission form to ads@ablamb.ca or faxing the form to (403) 912-1455 attention: Janice Eckstrand. **Please follow up to ensure receipt of your submission.**

#### **Classified Ads:**

Classified advertisements are provided free to Alberta Producers. Others are welcome to place classified ads per the fee schedule on the rate card. All conditions below apply to all classified and display advertising.

#### **Advertising Content:**

All copy is 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. We reserve the right to place the word "Advertisement" over any paid announcement including advertorials or articles deemed to be promotional in nature.

#### **Payment Terms:**

Complete payment is due with the advertisement. If payment is not received by the submission deadline the ad will not be run unless alternative payment arrangements have been agreed to in writing. Payments can be made by sending cheque or money order made out to Alberta Lamb Producers to the Agriculture Centre, 97 East Lake Ramp, Airdrie, AB T4A 0C3

#### **Pricing & Discounts:**

Pricing discounts are based on volume committed in advance for a minimum of four issues. ALP offers a 10% discount on ads with a 4 x's insertion rate. Rates for contracted advertising will be maintained for the term of the agreement. The Publisher reserves the right to hold any advertiser and its advertising agency jointly and severally liable for such monies as are due and payable to the Publisher.

#### **Cancellations:**

No cancellations are accepted after the final submission date. Cancellations prior to the closing or submission date on contracted accounts are subject to a one issue payment. That is, if the client has signed a 4 issue insertion and cancels after the second issue, they will pay for the third.

#### **Special Positions:**

Guaranteed and preferred positions are available on a first come, first serve basis at no additional charge (currently). Other than the cover, advertisement positions are not held from issue to issue (even on contracts for multiple insertions) and must be requested each time the ad is to run. This ensures all advertisers have the same opportunity to access advantageous positions in each issue.

#### **Exclusivity:**

We do not offer exclusivity for any ads but will attempt to separate ads from competing organizations in the publication.

#### **Advertiser's Liability:**

The advertiser is responsible for the content of all advertisement placed in the publication, including text and illustrations. The advertiser shall indemnify and hold the Publisher harmless from all liabilities, claims, losses, damages, costs and expenses the Publisher may suffer or incur in connection with all claims, suits or proceedings relating to, or arising from, claims of copyright or trademark infringement or defamation arising out of the content of the advertisements.

#### **Publisher's Limitation of Liability:**

The advertiser understands and agrees that the Publisher shall not be liable to the advertiser for any direct or indirect loss or damages which may be incurred by the advertiser howsoever caused including but not limited to, any loss of profit or loss of goodwill or business reputation as a result of the failure of the Publisher to publish the advertisement or for any errors in the publication of any advertisement. Notwithstanding the foregoing, in the event the Publisher is liable to the advertiser in respect of any claim against the Publisher whether based in contract or tort (including negligence) or otherwise, the advertiser's damages shall be limited to the cost of the advertisement.

#### **Special Services:**

When the Publisher must provide artwork, or adjust artwork or photos supplied to adhere to specifications laid out in the Mechanicals section the advertiser will be charged \$75 per hour for graphic design services.



BUILDING THE VISION TOGETHER.

*"A flock in every field and lamb on every plate."*

Alberta  
Lamb  
Producers

The logo for Alberta Lamb Producers features the text "Alberta Lamb Producers" in a serif font. To the right of the text is a stylized illustration of a sheep facing right.

# Advertising Submission Form

Please fill this form out completely and submit by **fax to Janice Eckstrand at (403) 912-1455** or **email to ads@ablamb.ca**.

Name: \_\_\_\_\_ Email: \_\_\_\_\_  
 Bus. Phone: (\_\_\_\_) \_\_\_\_\_ Alternate Phone: (\_\_\_\_) \_\_\_\_\_  
 Address: \_\_\_\_\_  
 City/Prov.: \_\_\_\_\_ Postal Code: \_\_\_\_\_

Business Name (If applicable): \_\_\_\_\_  
 Billing Name (If different than individual above): \_\_\_\_\_  
 Billing Address (If different than above): \_\_\_\_\_  
 City/Prov.: \_\_\_\_\_ Postal Code: \_\_\_\_\_

**Please check the applicable size and insertion frequency desired:**

Full Colour	1 x Insertion	4 x Insertion (- 10%)
Back Cover – Full page	\$400 <input type="checkbox"/>	\$1440 <input type="checkbox"/>
Inside Covers – Full page	\$375 <input type="checkbox"/>	\$1350 <input type="checkbox"/>
Inside Covers – Half page	\$190 <input type="checkbox"/>	\$684 <input type="checkbox"/>

Black & White	1 x Insertion	4 x Insertion
Full Page	\$275 <input type="checkbox"/>	\$990 <input type="checkbox"/>
1/2 Page	\$175 <input type="checkbox"/>	\$630 <input type="checkbox"/>
1/3 Page	\$145 <input type="checkbox"/>	\$552 <input type="checkbox"/>
1/4 Page	\$95 <input type="checkbox"/>	\$342 <input type="checkbox"/>
Business Card	\$55 <input type="checkbox"/>	\$198 <input type="checkbox"/>
Classified Ad - Members (4 lines x 1 column)	Free <input type="checkbox"/>	Free <input type="checkbox"/>
Classified Ad – Non-Members	\$25 <input type="checkbox"/>	\$90 <input type="checkbox"/>

Colour for ads online: Yes  (\$40 additional fee) No

**Preferred Placement (if available – check all that apply):**

Right hand page <input type="checkbox"/>	Left hand page <input type="checkbox"/>	Top of page <input type="checkbox"/>
Bottom of page <input type="checkbox"/>	Right side of page <input type="checkbox"/>	Left side of page <input type="checkbox"/>
Front ½ of pub. <input type="checkbox"/>	Back ½ of pub. <input type="checkbox"/>	Other specified: _____

**Classified Ad Details:** Note: Maximum 45 characters per line including spaces and punctuation. You have a maximum of four lines and can use the suggested format below or your own.

Line 1 – Headline	_____
Line 2 – Details of offer	_____
Line 3 – Additional details	_____
Line 4 – Contact Info	_____

Date / Issue to commence Ad: \_\_\_\_\_

**Payment:**

Please mail cheque or money orders to:  
 Alberta Lamb Producers  
 97 East Lake Ramp NE  
 Airdrie, AB, T4A 0C3. Make cheques payable to Alberta Lamb Producers.

Total Payment: \_\_\_\_\_

Ad cost: \_\_\_\_\_

Colour: \_\_\_\_\_

Inserts: \_\_\_\_\_

Sub Total: \_\_\_\_\_

GST (5%): \_\_\_\_\_

Total: \_\_\_\_\_

Thank you for your advertising order. We look forward to being of service. Please call the office to ensure receipt and readability of your order. (403) 948-1522.

BUILDING THE VISION TOGETHER.

*“A flock in every field and lamb on every plate.”*

