



ALBERTA BEE NEWS

AD RATES - 2023

Alberta Bee News magazine features a **dual** print and digital publication format. Benefits of this dual publication format include:

- Six full colour print editions, plus six full colour digital editions published each year (alternating months) and sent to all Alberta commercial beekeepers and honey producers as well other industry members and subscribers.
- Benefit from a full color, gloss, printed magazine distributed month one, followed by a full color, interactive digital magazine edition published and distributed on issuu.com the following month.
- Benefit from interactive ad click throughs to your website URL on your digital ads, drawing the audience to your website.
- Updated ad rates to reflect this dual publication format, offering additional value and marketability of your product or service.

AD RATES

	1 Issue	3 Issues	6 Issues	12 Issues
Full page	\$ 400	\$ 960	\$ 1,680	\$ 2,880
Half page	\$ 250	\$ 600	\$ 1,050	\$ 1,800
Quarter page	\$ 130	\$ 312	\$ 546	\$ 936
Eighth page	\$ 70	\$168	\$ 294	\$ 504

CLASSIFIEDS (Employment/For Sale/Wanted)

	1 Issue	3 Issues	6 Issues	12 Issues
1-100 words	\$ 30	\$ 72	\$ 126	\$ 216
101-200 words	\$ 35	\$ 84	\$ 147	\$ 252
201-300 words	\$ 40	\$ 96	\$ 168	\$ 288
301-400 words	\$ 45	\$ 108	\$ 189	\$ 324

EDITION SCHEDULE

Print	Digital
Jan	Feb
Mar	April
May	June
July	August
Sep	Oct
Nov	Dec

INQUIRIES

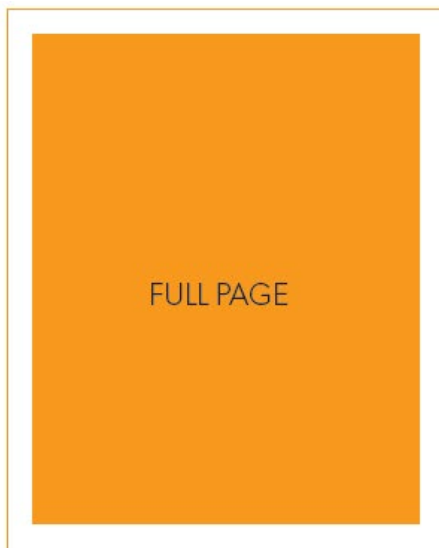
Please contact Jules Ham on:
Jules.ham@albertabeekeepers.ca
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DIMENSIONS

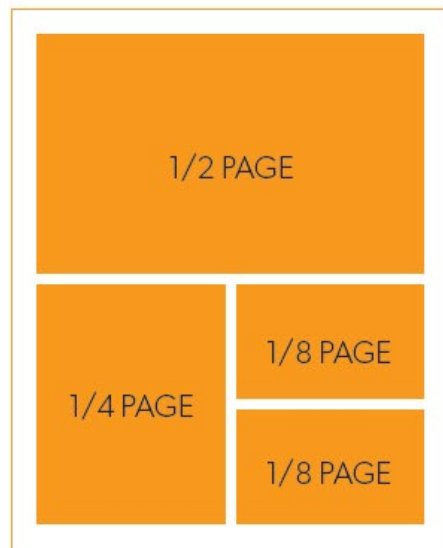
Full Page:	7.5" x 9.5"
1/2 Page:	7.5" x 4.625"
1/4 Page:	3.625" x 4.625"
1/8 Page:	3.625" x 2.1875"

Ads not matching the specified sizes will be adjusted.



ACCEPTED FORMATS

1. Press-quality PDF
 2. EPS with fonts outlined
 3. TIFF (minimum 300 dpi)
- Files under 10 MB may be emailed to office@albertabeekeepers.ca.



SPECS

Ads run in CMYK only. We cannot be responsible for colour accuracy. Please do not use drop-shadows on ad borders.