



ALBERTA BEE NEWS

AD RATES - 2021

Alberta Bee News is moving to a new **dual** print and digital publication format! Exciting new features available to all our advertisers including:

- Benefit of 6 printed hardcopy editions per year, plus 6 new digital editions per year that will be 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.
- Additional benefits of having your digital ad linked to a URL (*your website*) to help draw people 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

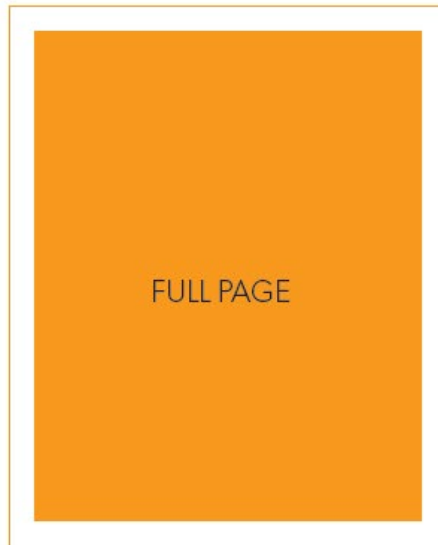
Please contact Jules Ham on:
Jules.ham@albertabeekeepers.ca
 +1 780.489.6949



DIMENSIONS

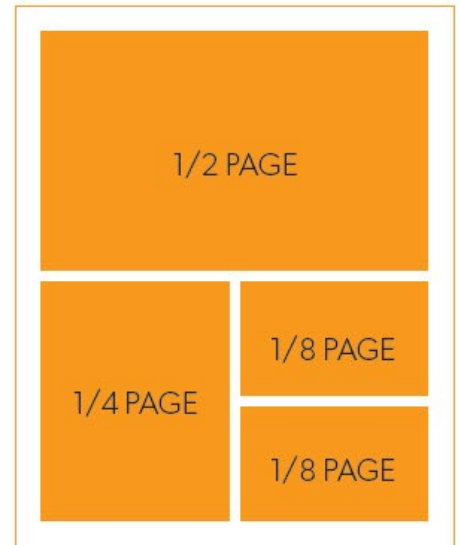
Full Page:	7.5" x 9.5"
1/2 Page:	7.5" x 4.625"
1/4 Page:	3.625" x 4.625"
1/8 Page:	3.625" x 2.1875"

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.