



# ALBERTA BEE NEWS

## AD RATES - 2025

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](http://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)

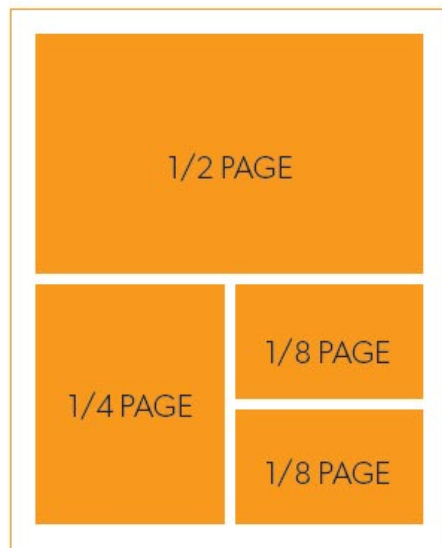
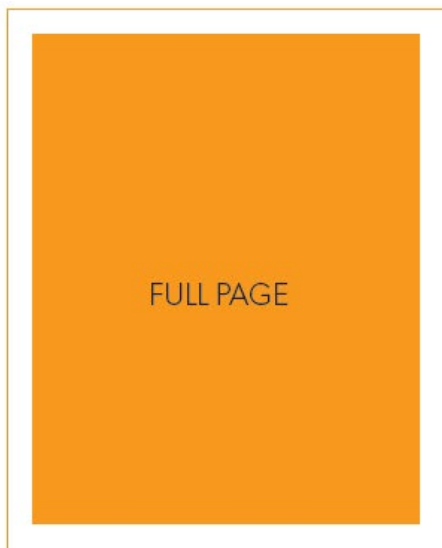
|               | 1 Issue | 3 Issues | 6 Issues | 12 Issues |
|---------------|---------|----------|----------|-----------|
| 1-100 words   | \$ 30   | \$ 72    | \$ 126   | \$ 216    |
| 101-200 words | \$ 35   | \$ 84    | \$ 147   | \$ 252    |
| 201-300 words | \$ 40   | \$ 96    | \$ 168   | \$ 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:  
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 +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](mailto: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.