

# REACH OUT TO A NEW MARKET

20  
17

MEDIA  
GUIDE

# topstock MAGAZINE



## Contact our ad reps today

Katie Songer, Editor  
info@topstockmagazine.com | 587.802.3110

Tracy Kimmel, Canada  
btkimmel@shaw.ca | 780.875.2089

Sarah Buchanan, Canada  
sbuchanan@gold-bar.com | 306.681.5340

Meghan Hoffman, United States  
mags\_gk@yahoo.com | 913.370.3945

## Show news at its Best

Read show results, judge interviews, upcoming event previews, and industry specific articles, news and tips targeted at connecting show cattle enthusiasts from across the nation. Receive more bang for your advertising dollar with the hottest new publication in the Canadian show scene. Call us today!

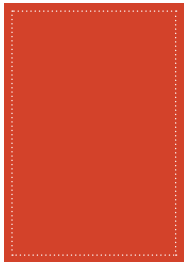
## Upcoming Issues

Issue	Ad Deadline	Published
Spring A.I.	Feb 3	Mar 1
Mid-Summer	June 10	July 10
Early Fall	Aug 1	Sept 1
Late Fall	Sept 25	Nov 1

*\*Please contact for camera-ready ad deadlines*

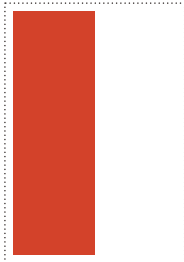


## Ad Sizes (in inches)



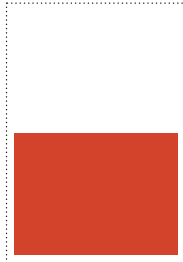
Full Page

W 8.375" H 10.875"  
Bleed 0.125"



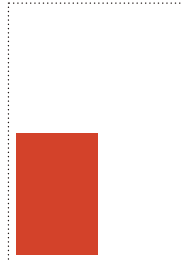
Half Vertical

W 3.6825" H 9.875"  
Bleed none



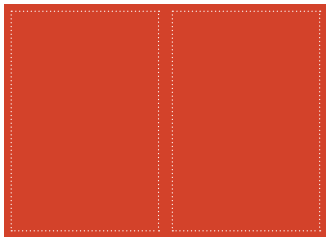
Half Horizontal

W 7.125" H 4.6"  
Bleed none



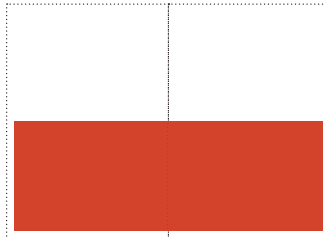
Quarter Page

W 3.5" H 4.875"  
Bleed none



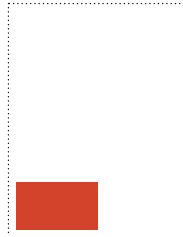
Double Page Spread

W 16.75" H 10.875"  
Bleed 0.125"



Half Double Page Spread

W 15.75" H 4.9375"  
Bleed none



Eighth Page

W 3.6875" H 2.375"  
Bleed none

**Advertising Rates** All ads are full color. 5% GST not included. Signed ad contract must be received to take advantage of frequency discounts.

Frequency	1x	2x	3x	4x
Double Page Spread	1200	1175	1150	1125
Full Page	650	625	600	575
Half Double Page Spread	650	625	600	575
Half Vertical	350	325	300	275
Half Horizontal	350	325	300	275
Quarter	250	225	200	175
Eighth	150	125	100	75

**Ads paid prior to press date receive 5% discount off the listed price.** Back cover, inside back cover, inside front cover, and other position pages are priced upon request.

**Design Rates** \*Rates when you run your ad in Top Stock magazine.

Double Page Spread	280	Half Horizontal	100
Full Page	200	Quarter	80
Half Double Page Spread	200	Eighth	40
Half Vertical	100		

Supplied images must be 300dpi. Although we will advise you when your images are low quality, Top Stock magazine is not responsible for blurry or pixelated images.

Please send advertisements to:

info@topstockmagazine.com

PHONE 587.802.3110

All ads must be received by deadline.

### File Requirements

CMYK, High Resolution (300 dpi)

Convert all RGB, spot and Pantone colours to 4-colour process CMYK.

### Accepted File Formats

PDF: Embed all fonts. No image compression.

Use JPG in high quality.

EPS: Convert fonts to outline. Rasterize effects to 300 dpi.

JPG: 300 dpi or greater.

We do not accept ads built in Microsoft Word, Excel, Publisher or Adobe Pagemaker.

### Spreads and Full Page Ads

Ads requiring a bleed should be built to trim size and have images or graphics extended 0.125in beyond each edge. All text and critical elements should be at least 0.5" inside trim edge.

### Print Specifications

Finished size: 8.375" x 10.875", perfect bound.

### Free Online Issue

Each issue of Top Stock Magazine is available online for free! Go to topstockmagazine.com and click on our latest issue.

### Submit Content

We always welcome articles, photos, show results and upcoming events. Please email us at info@topstockmagazine.com. If you are interested in becoming a paid contributing writer, please contact us for more information.

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