

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!

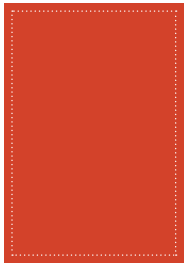
Upcoming Issues

| 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*

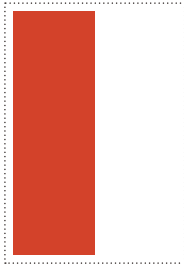


Ad Sizes (in inches)



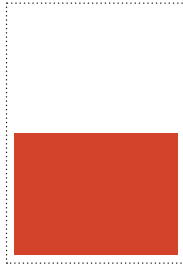
Full Page

W 8.375" H 10.875"
Bleed 0.125"



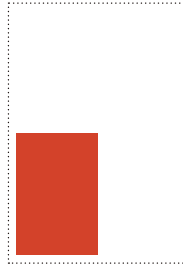
Half Vertical

W 3.6825" H 9.875"
Bleed none



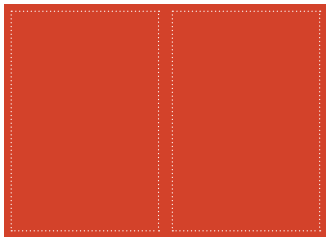
Half Horizontal

W 7.125" H 4.6"
Bleed none



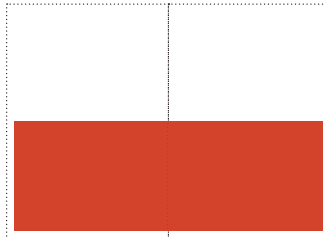
Quarter Page

W 3.5" H 4.875"
Bleed none



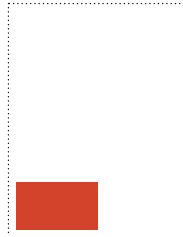
Double Page Spread

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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