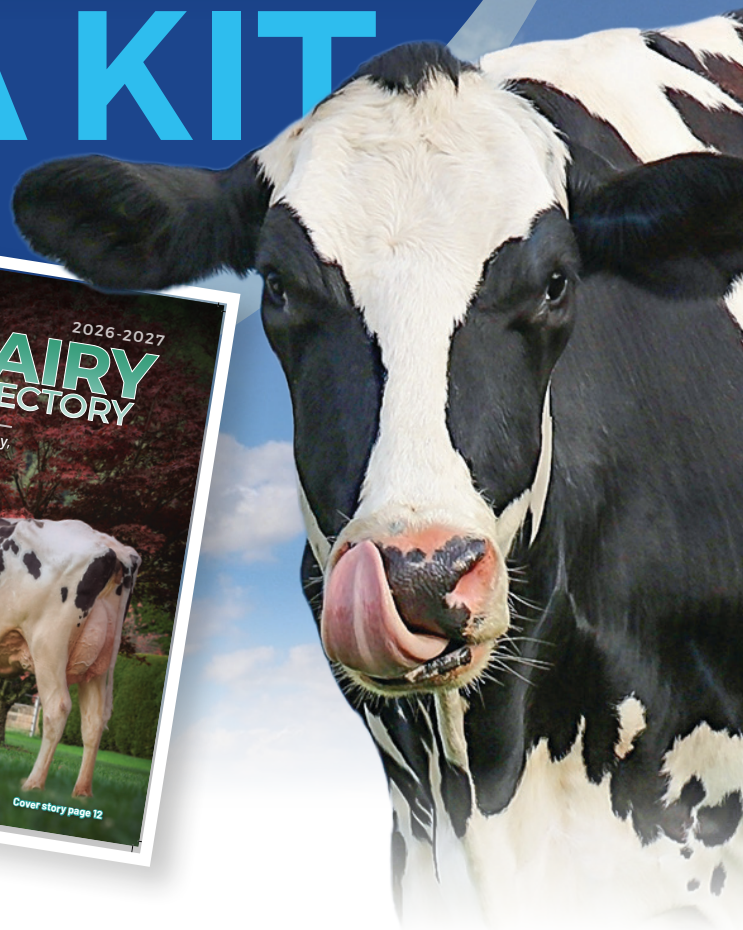
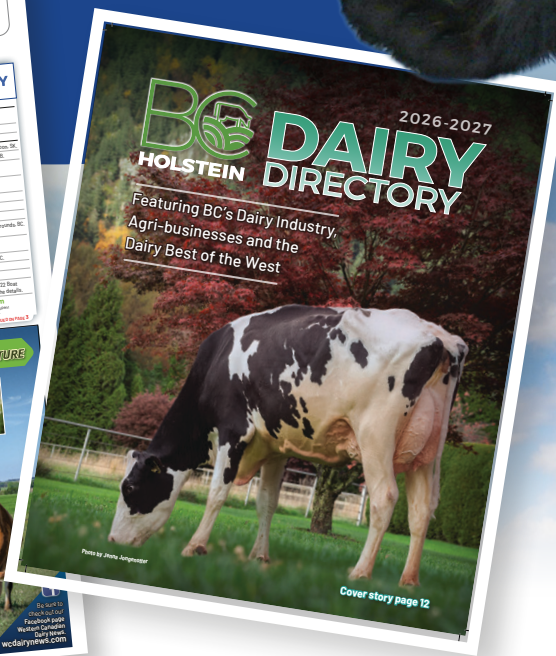




2027 MEDIA KIT



of our advertisers being loyal, long-term, contract partners with us, because they know dairy families **read each issue multiple times** to fully appreciate the range of interesting and relevant stories and technical articles we provide.

ADVERTISING SALES:

tars@holsteinnews.com

www.wcdairynews.com

Family Farms & Personal Relationships



**Hello from
Tars Cheema,**
PUBLISHER,
WC Dairy News

Growing up dairy farming, showing in dairy 4-H, and working in the genetics side of the dairy industry for my career has given me great satisfaction and insight to the dairy families and agribusinesses we are connected to. Our dairy world is caring and special.

*I'm excited to present the stories, issues, technical articles and reports that our dairy community knows we produce exclusively or with greater dairy insight. **WC Dairy News** is a favourite because we make our content meaningful, credible and personal. We are deeply connected to our dairy community and it resonates with our audience – they regularly share their positive feedback with us – we **know** they are reading. We **know** your ads are being seen.*

Review our past issues at www.wcdairynews.com and see for yourself how we are compellingly different!

*Tars Cheema, B. Sc. (Agr.)
Lifelong Dairy Guy*

Reaching Deep into Western Canadian Dairy

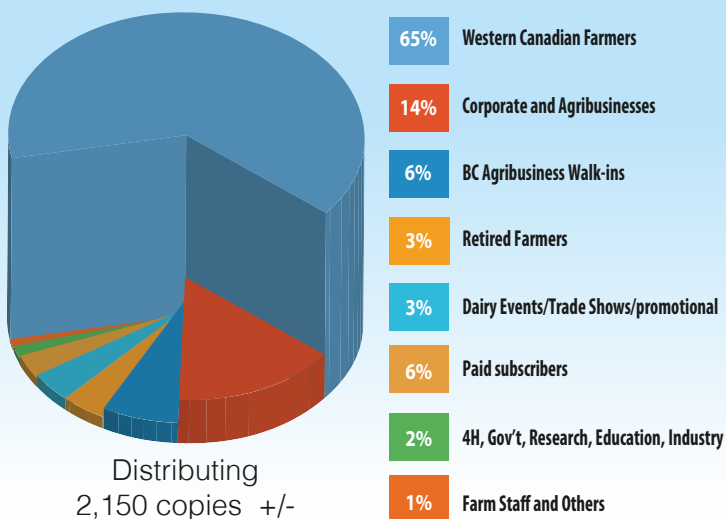
After several years of encouragement, BCHN began rapidly expanding circulation across Alberta, Saskatchewan and Manitoba in 2021. In 2024, circulation reaches nearly 90% of the over 1200 dairy farms in Western Canada.

WCDN is inclusive - representing the breeder and commercial sectors, while also appealing to 4H, researchers, gov't, industry regulators and our broad range of industry services: dairy and field equipment and advanced technologies suppliers, financial advisors, accountants, realtors, genetics, nutrition companies, veterinarians, trades, truckers, specialty products, custom operators and more!

We Know Dairy - And Farmers Know WCDN

- Western Canada has the highest average herd size in the country and over 1200 active dairies.
- Our producers are among the most progressive global dairy farmers, pursuing modernization across a wide range of technologies.
- The dairy industry of Western Canada is a stable, enduring ag sector bringing reliable employment and economic activity to countless rural communities. Feeding the nation with highly nutritious, safe and high quality dairy products, using sustainable practices while always focusing on the highest standards of animal care, is what underpins the dairy industry.

Distribution Breakdown:



Varied Advertising Options:

Frequent Print: 5 high quality newspaper issues published through the year.

Annual Print: BC Annual Dairy Directory publishes each June for distribution in BC with online version (unlimited exposure) included for same price!

Digital: web ads on wcdairynews.com, Annual Directory is fully available online.

Inserts/Flyers: with any of 5 newspaper issues.

Branded Sponsorships: special features like Pioneers, Women in Dairy, Young Dairy Leaders.

Have an idea? Let's talk.

WC Dairy News – EDITORIAL THEMES

Winter **NEW YEAR & INNOVATION** | **FEBRUARY**

- Highlighting new industry innovations
- Shining a light on progressive dairies

Spring **FARM SAFETY & COW COMFORT** | **APRIL**

- A timely platform for Safety issues before cropping season
- Coverage of Spring dairy events

Summer **MILK PRODUCTION & SUSTAINABILITY** | **JUNE**

- Recognizing excellence in milk production
- Exploring the many aspects of Sustainability in dairying

Fall **THANKSGIVING & SUMMER SHOWS** | **OCTOBER**

- Western Dairy farm tours, picnics, Breeders Cups
- Summer Shows, 4-H, WCC and more

Christmas **CHRISTMAS & FALL SHOWS** | **DECEMBER**

- Celebrating the Westerner, WDE, Royal shows
- Celebrating the Christmas spirit across the dairy community

Regular Features | Columns

- Coming Up - the calendar of Dairy Events
- BC Dairy Highlights and Initiatives
- A Peek Into The Past - Dairy History
- Industry Updates
- Nutrition, Veterinary, Research Articles
- Scotiabank's Women in Dairy
- Top Profitable Herds and Cows reports
- 4-H Events, Shows & Club Reports
- WestGen's Western Pioneers
- RBC Udder News - sharing life landmarks within the dairy community



www.wcdairynews.com

has a strong online presence, owing to the ease of accessing digital versions of the current newspaper and past issues, the **Annual Dairy Directory, Green Pages business listings and more!**

In 2020, we added web advertising linked back to advertiser websites with immediate results.

Digital advertising is an excellent way to achieve prominent exposure on our Home page, inexpensively.

ALL INQUIRIES, PLEASE CONTACT:

CHRIS MAARHUIS

604.855.1240

chris@holsteinnews.com

AMANDA POELMAN

250.710.0182

amanda@holsteinnews.com

TARS CHEEMA

250.216.7417

tars@holsteinnews.com

www.wcdairynews.com

DIGITAL AD SPACE, TWO MONTH PLACEMENT INTERVALS:

800 X 800 PIXELS

400 X 800 PIXELS

400 X 400 PIXELS



2026-27 Prices & Specifications

Distributed across all 4 Western Provinces

TABLOID FORMAT 11" W X 16.625" D

**Book a FULL year (5 issues) and
SAVE 10% when fully prepaid**



2027 PUBLISHING SCHEDULE	ISSUE THEME	SPACE DEADLINE / ADS THAT REQUIRE SET UP	CAMERA READY ADS DEADLINE	IN THE MAIL (OR SOONER)
	WINTER <i>New Year & Innovation</i>	JANUARY 8	JANUARY 15	FEBRUARY 9
	SPRING <i>Farm Safety & Cow Comfort</i>	MARCH 5	MARCH 12	APRIL 6
	SUMMER <i>Milk Production & Sustainability</i>	MAY 14	MAY 21	JUNE 15
	FALL <i>Thanksgiving & Summer Shows</i>	AUGUST 27	SEPTEMBER 3	SEPTEMBER 28
	CHRISTMAS <i>Christmas & Fall Shows</i>	NOVEMBER 5	NOVEMBER 12	DECEMBER 7

5 TIMES/YEAR NEWSPAPER

Gloss and high quality ebrite 80 paper for a quality look and feel.

**Prepay for annual
contract with 5 ads
and receive 10% off!**

**5X = 10%
DISCOUNTED
PRICE!**

**Full Page
10" w x 15" d**

**Earlugs sizes variable,
talk to us.**

1/4 PAGE HORIZONTAL
10" w x 3.625" d

1/2 PAGE HORIZONTAL
10" w x 7.416" d

1/2 PAGE ISLAND
7.458" w x 9.944" d

**Ad
Design
Guidelines.
ASK US.**

1/3 PAGE HORIZONTAL
10" w x 4.888" d

**Don't forget
to ask
us about
digital web
ads!**

**3 sizes
available.**

**1/4 PAGE
VERTICAL**
4.916" w x 7.416" d

1/6 PAGE
4.916" w x 4.888" d

**1/3 PAGE
VERTICAL**
4.916" w x 9.944" d

**Prices do not include GST*



BILLBOARD ADS - FULL COLOUR

*Rates are for five ads over one year. and are
billed at time of first insertion.*

Small 2.375" w x 2.1" d
Medium 4.916" w x 2.1" d
Large 7.458" w x 2.1" d
X-Large..... 4.916" w x 4.3" d

**Super value to
retain constant
exposure
all year!**

INSERT your FLYER in any newspaper issue
inexpensively! Choose our entire western Canadian
distribution or customize your target audience.

You provide the flyers, we do the rest.

**Ask about custom design at competitive prices.*

**Ask us about Digital Web Ads
on www.wcdairynews.com**

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BC ANNUAL DAIRY DIRECTORY

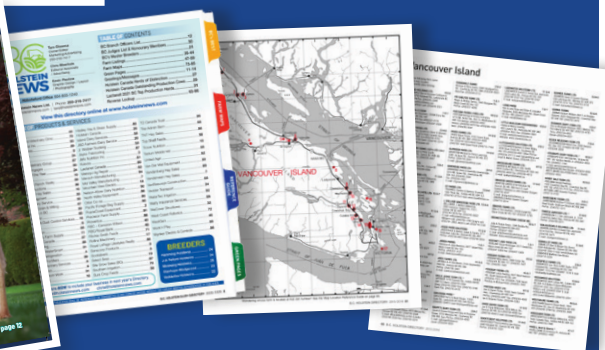
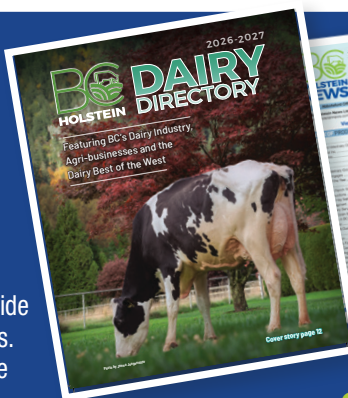
DAIRY *Distributed across BC*

SPECIFICATIONS

The industry's go-to reference guide.

Magazine-style format gloss publication, features six cover-weight section dividers and bound with durable spiral wire-O binding. 90+/- pages of impressive dairy content!

The Directory is used as a year-round reference guide by dairymen/women and supporting agribusinesses. Featuring premium ad spaces and unique reference sections including the Green Pages.



2027 SCHEDULE

RESERVE SPACE BY: February 12
IN THE MAIL: June 2027

COVER PAGE SIZES (WIDTH X DEPTH)

Full Page (Image Area)8" w x 10" d

Full Page Trimmed size9" w x 11" d

ADD 1/4" ALL FOUR SIDES FOR BLEED

Full Page

Image:

7.375" w x 9.875" d

Trim:

8.375" w x 10.875" d

With 1/4" bleed:

8.875" w x 11.375" d

COVER POSITIONS

Image: 8" w x 10" d

Trim: 9" w x 11" d

Outside Back

Inside Front/Back

Also - Earlug ads

**1/2 Page
Vertical**
3.6042" w
x
9.875" d

1/8 Page
3.6042" w
x
2.3437" d

**1/4 Page
Vertical**
3.6042" w
x
4.8542" d

Earlug sizes variable, talk to us.

1/4 Page Horizontal
7.375" w x 2.3437" d

1/2 Page Horizontal
7.375" w x 4.8542" d

6 TAB SECTION DIVIDERS

Full Page, 4 colour, cover weight stock

- | | |
|---------------------|-------------------|
| 1. GREETINGS | 4. FARM MAPS |
| 2. BEST IN THE WEST | 5. REVERSE LOOKUP |
| 3. FARM LISTINGS | 6. GREEN PAGES |

The Directory is also available online on our website, extending your advertising reach further!

GREEN PAGES LISTINGS

The Green Pages are also featured on our website, extending your visibility and convenience of searching for contacts.

Green Page listings are free with the purchase of a display ad.

NOTE: The Directory is spiral bound. It is critical to keep all live text and images within the 7.375 x 9.875 image area.

AD SUBMISSION GUIDELINES: Accepted file formats: **PDF** preferred (distilled press quality, fonts embedded), InDesign or QuarkXPress (collected with supporting fonts & images), Illustrator EPS (fonts must be converted to outlines).

IMAGES: All images must be CMYK or grayscale at 300 dpi. Images may be TIFF, JPEG (high quality) or EPS. **LOW RESOLUTION FILES (72 DPI) WILL NOT WORK.**

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