

AGRICOLA

FOR ALUMNI AND FRIENDS OF DALHOUSIE'S FACULTY OF AGRICULTURE



**DALHOUSIE
UNIVERSITY**

FACULTY OF AGRICULTURE

EST. 1818

focus | reach | benefit



The Agricola News is a highly anticipated magazine published twice yearly by Dalhousie's Faculty of Agriculture. Over 5,000 issues are distributed to alumni, donors, members of the campus community, friends of the faculty and various media in January and July of each year. Your message in the Agricola News extends your advertising dollar to university-educated consumers in a variety of fields including business, banking, farming, medicine, education, research and more - all with an agricultural background.

Agricola

Over 5,000 issues distributed twice a year

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Double page spread (no bleed)
15.5" x 10"

With Bleed 17" x 11"
(+ 1/8" bleed on all 4 sides)
Leave 1/2" from all edges as a safe area

1" in centre for the gutter as a safe area
(no text or important info)

Full page
(no bleed)
7.25" x 10"

Trim 8.5" x 11"

Bleeds
8.75" x 11.25"

1/6
page
2.25"
x
4.875"

1/2 page
horizontal

7.25" x 4.875"

1/3 square
4.75" x
4.875"

1/3 banner
7.25" x 3"

2/3 page
4.75" x
10"

1/3
page
2.25"
x
10"

1/6 page hor.
4.75" x
2.375"

1/2 page
vertical
4.75" x
7.5"

SCHEDULE		
	January edition	July edition
Booking deadline	November 1	May 1
Ad art due	December 1	June 1
Delivery	Mid January	Mid July

ADVERTISING RATES	
Outside back cover	\$1500
Inside covers	\$1250
Double page spread	\$1800
Full page	\$1000
2/3 page	\$750
1/2 page	\$625
1/3 page	\$450
1/6 page	\$300

Multi-page buys on request.

Insert rates available upon request.

Rates are net.

PRINT AND ADVERTISING REQUIREMENTS

- Preferred file format for supplied ads is press quality pdf (PDF/X-1a).
- Supplied ads may also be sent as native files. Preferred programs include Indesign, Illustrator and Photoshop. We cannot accept MS Word files. Include all fonts and image files. Please supply a jpeg or PDF proof for comparison.
- All colours must be CMYK. Images must be 300 dpi at 100% printed size.
- Files under 5MB can be sent by email. Larger files should be submitted via our FTP site or sent on a CD. Contact us for more information.

GENERAL INFORMATION

The publication is produced twice a year. Prices do not include taxes. Invoices are payable in 30 days. Cancellations must be received in writing one month prior to publication. Advertisers will be subject to having their past payments pro-rated according to the rate card.

For advertising information contact

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