

*Placing an advertising order with Alberta Bits
is as easy as one, two, three!*

On line, it takes a only a minute to fill out the form. As a member you get tremendous savings—up to 15% less than non-member rates, and up to a further 20% if you decide to advertise at our 4x rate! It pays to join!

ONE!

On the AEF Advertising Insertion Order form, select which month or months you would like to place your ad. Click on the appropriate box(es). AEF members save at least 10%! More, if you book four ads at once!

Save money and increase your exposure by advertising frequently in Alberta Bits!

TWO!

Select and click the size and the frequency, or number of times you wish to advertise. Note that lower rates are offered to members of the AEF. If you select the 4 x rate, you must pay the full amount. Calculate the final cost, plus GST.

Special instructions: If your advertising requirements aren't shown on the Insertion Order form, contact us. If you need your ad designed, or changes made, there is an additional charge. Or, if you wish to polybag advertising material with our magazine, or would like to do an insert, please contact us for further information and a quote.

THREE!

Fill out the billing information and submit on line. Please give your ad a reference number or code, of up to 10 digits/letters to help us track your order. Example DoeHorse1.

You may also send the information via mail or fax, however, payment must be received, otherwise the ad will not be placed.

**Confirmation of payment, by the AEF is required before
you send your ad material to *Alberta Bits*.**

*Watch for advertising specials and promotions! If you would like to partner with us
and our programs, contact us for great marketing opportunities*

If you have any questions, please contact us at
marketing@albertaequestrian.com

Thank you!



100, 251 Midpark Blvd SE
Calgary, AB T2X 1S3
Toll Free: 1.877.463.6233
Phone: 403.253.4411 Fax: 403.252.5260
www.albertaequestrian.com

ALBERTA *Bits* RATE CARD

Alberta Bits is the Alberta Equestrian Federation's official member magazine, serving the equestrian community of horses and riders of all ages, interests and involvement, as the voice of equine Alberta.

Alberta Bits magazine is sent 4 times a year (Winter, Spring, Summer, and Fall) to all AEF members and is made available at the office and special events attended by the AEF.

Alberta Bits is a four-colour glossy magazine distributed throughout Alberta with news and events on behalf of recreational, sport, breeds & industry and educational sectors of the Alberta horse industry. *Alberta Bits* is distributed to approximately 12,000 members; 9,000 households; and at approximately 15 events and trade shows annually.

RATES

Watch for our advertising specials!

MEMBER RATES

NON MEMBER RATES

SIZE	COLOUR	1X	4X (PER ISSUE)	1X	4 X (PER ISSUE)
Inside Front/Back Cover	colour	\$1,780	\$1,440	\$1,960	\$1,600
Back Cover	colour	\$2,130	\$1,670	\$2,350	\$1,850
Full page	colour	\$1,440	\$1,150	\$1,590	\$1,270
Half Page	colour	\$1,090	\$860	\$1,200	\$950
Quarter Page	colour	\$630	\$520	\$700	\$580
Business Card	colour	\$400	\$290	\$440	\$320

ADVERTISING DEADLINES:

ISSUE	AD BOOKING DEADLINE	DIGITAL FILES TO AEF DEADLINE	MAILING DATE
Spring:	February 1	February 8	March 8
Summer:	May 3	May 10	June 10
Fall:	August 19	August 26	September 28
Winter:	November 3	November 10	December 9



**Alberta
Equestrian
Federation.**

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Calgary, AB T2X 1S3

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albertabits@albertaequestrian.com

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AD DIMENSIONS:

Full Page:	7.75" WIDE x 10.125" HIGH
(with bleed):	8.75" x 11.25"
Half Page Horizontal:	7.75" x 5"
Half Page Vertical:	10.125" x 3.875"
Quarter Page:	3.75" x 5"
Business Card:	3.75" x 2.375"

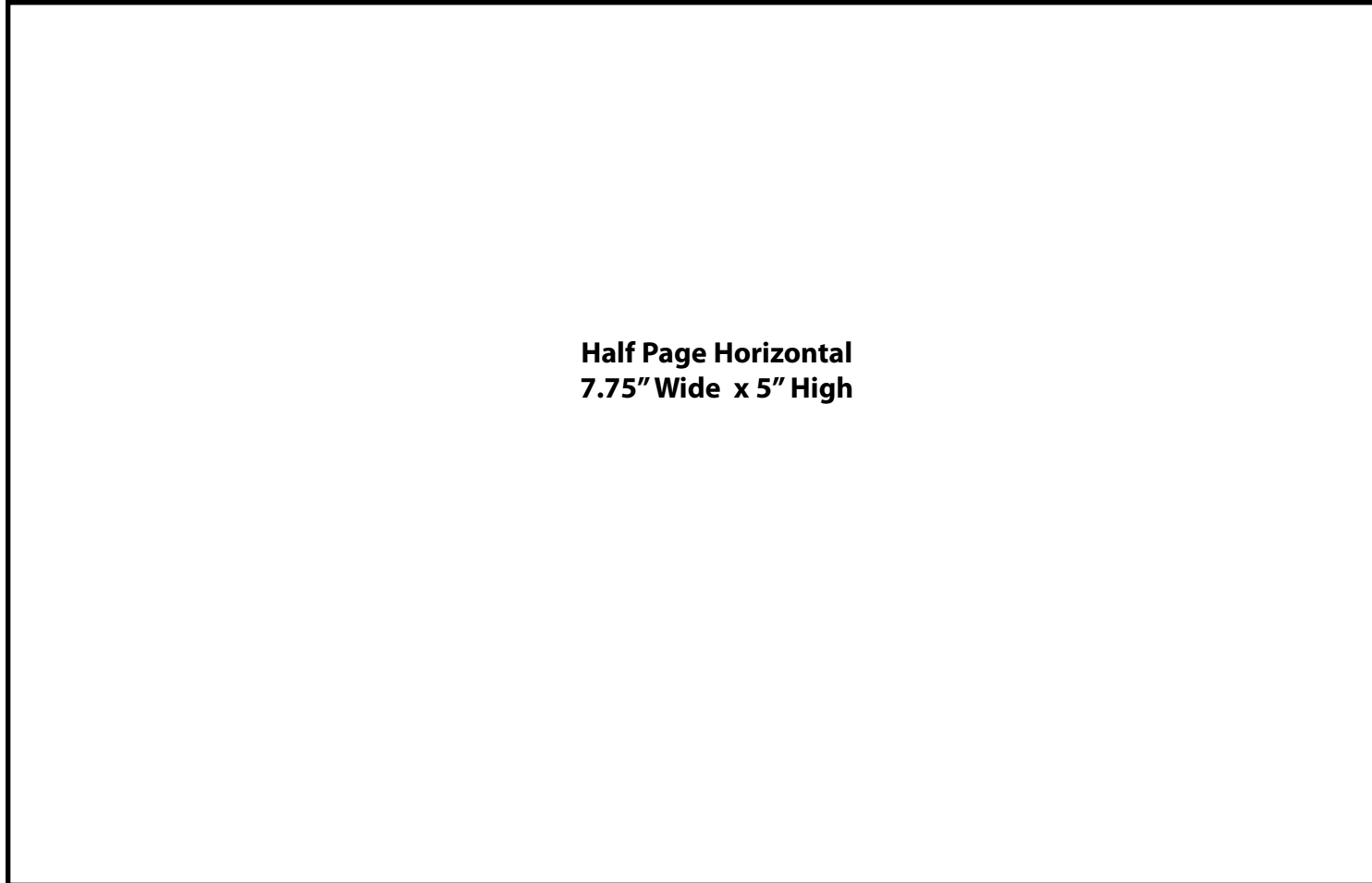
MECHANICAL REQUIREMENTS:

File to be provided on disk or emailed as CMYK, 300 dpi at 100%: .tif, highest res .jpeg, .pdf or .eps. No other formats are accepted.

Trim size:	8.5" x 11"
Live area:	7.75" x 10.125"
Column width:	1.75"
Full Bleed Ads:	0.125" bleed to trim size
Stock:	80 lb glossy, FSC approved paper

NOTE: Bleeds only allowed on full page ads. A 0.25 pt line will be added to all artwork when placed into the publication.

AD SIZES:



FILE TRANSFER:

Please send ad to one of the following:

Email:

Send digital ad material to:

Monika Smith <albertabits@albertaequestrian.com>

Mail:

Send digital files on CD to:

Monika Smith
Publication Coordinator
Alberta Bits
AEF
100, 251 Midpark Blvd SE
Calgary, AB T2X 1S3
Phone: 403.242.6162
Email: albertabits@albertaequestrian.com

Please include a low resolution file in pdf format with email, and printed copy with mail.

All digital files must be accompanied by an approved copy of the AEF insertion order.

SPECIAL ADVERTISING SERVICES

For advertisers who need design services, please contact the Publication Coordinator for rates and deadlines.

Polybag, insertions, special sections please contact Publication Coordinator for rates and services.

Email publication coordinator at: albertabits@albertaequestrian.com

Business Card
3.75" Wide x 2.375" High

Quarter Page
3.75" Wide x 5" High

Half Page Vertical
3.75" Wide x 10.125" High



ADVERTISING INSERTION ORDER

PUBLICATION: Spring (by February 1) Summer (by May 3) Fall (by August 19) Winter (by November 3)

SIZE	MEMBER RATES		NON MEMBER RATES	
	1X	4X (PER ISSUE)	1X	4X (PER ISSUE)
Inside Front/Back Cover 7.75" x 10.125"; with bleed 8.75" x 11.25"	<input type="checkbox"/> \$1,780	<input type="checkbox"/> \$1,440	<input type="checkbox"/> \$1,960	<input type="checkbox"/> \$1,600
Back Cover 7.75" x 10.125"; with bleed 8.75" x 11.25"	<input type="checkbox"/> \$2,130	<input type="checkbox"/> \$1,670	<input type="checkbox"/> \$2,350	<input type="checkbox"/> \$1,850
Full page 7.75" x 10.125"; with bleed 8.75" x 11.25"	<input type="checkbox"/> \$1,440	<input type="checkbox"/> \$1,150	<input type="checkbox"/> \$1,590	<input type="checkbox"/> \$1,270
Half Page Vertical: 10.125" x 3.875," Horizontal: 7.75" x 5"	<input type="checkbox"/> \$1,090	<input type="checkbox"/> \$860	<input type="checkbox"/> \$1,200	<input type="checkbox"/> \$950
	<input type="checkbox"/> \$1,090	<input type="checkbox"/> \$860	<input type="checkbox"/> \$1,200	<input type="checkbox"/> \$950
Quarter Page 3.75" x 5"	<input type="checkbox"/> \$630	<input type="checkbox"/> \$520	<input type="checkbox"/> \$700	<input type="checkbox"/> \$580
Business Card 3.75" x 2.375"	<input type="checkbox"/> \$400	<input type="checkbox"/> \$290	<input type="checkbox"/> \$440	<input type="checkbox"/> \$320

AD COST: PLUS GST GST# 12971 4697 RT0001: TOTAL:

Name of Company: Contact Name:

Address:

Phone: Email:

Method of Payment: Cheque VISA Mastercard Credit Card #:

Expiry Date: / CVS (3 digit code on back of card): Name on Card:

Please send Insertion Order to AEF office via mail, fax or email.

TERMS OF AGREEMENT

All ads are to be provided as print-ready files on a disk or emailed as CYMK, 300 dpi, .tif, high res .jpeg, .pdf or .eps prior to the submission deadline and insertion order. Fees are for ad placement only. Files that require intervention are subject to an additional design fee. The AEF reserves the right to place all advertising and is not liable for errors or omissions if ads are received after the deadline. The AEF reserves the right to refuse, at our discretion, any submissions that do not exemplify the mission and vision of the AEF.

Please mail, fax or email insertion order to the Alberta Equestrian Federation.

I have read and agree to the terms set out above.

Signature: Date:



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