

# Canadian Meat Goat Journal

2026 AD SPACE  
RATE CARD  
FOR CORPORATE  
AND NON MEMBERS

Official Publication of the Canadian Meat Goat Association



## Contact

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## Pricing

| Size                     | 1 Issue | 2 Issues | Location                                                           | 1 Issue | 2 Issues |
|--------------------------|---------|----------|--------------------------------------------------------------------|---------|----------|
| 1/8 page (business card) | \$57    | \$108    | Inside front or back (full page)<br><b>Front RESERVED for 2026</b> | \$262   | \$495    |
| 1/4 page                 | \$90    | \$175    |                                                                    |         |          |
| 1/2 page                 | \$168   | \$325    |                                                                    |         |          |
| Full page                | \$220   | \$420    | Back cover (full page)                                             | \$315   | \$595    |

## Dates & Deadlines

\* Applicable taxes will be added to advertising rates.

| Issue  | Material Deadline | Release Date | <b>Why advertise in the Canadian Meat Goat Journal?</b> <ul style="list-style-type: none"><li>Published twice a year in a full-colour digital format.</li><li>Distributed directly to more than 150 CMGA members and subscribers across Canada.</li><li>Reaches a highly targeted audience of meat goat breeders, producers, and industry professionals.</li><li>Current-year editions are reserved exclusively for members and subscribers.</li><li>Previous editions remain permanently accessible through the Journal section of the CMGA website.</li><li>The Journal section is consistently among the 10 most visited pages on the CMGA website, providing long-term visibility for your advertisement.</li><li>Each new edition is promoted through the Association's email communications and social media channels.</li></ul> |
|--------|-------------------|--------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Summer | July 10th         | August       |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |
| Winter | November 14th     | December     |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |

For ad rates for member clients, please contact [info@canadianmeatgoat.com](mailto:info@canadianmeatgoat.com)

## Terms & Conditions

- No contract is accepted for longer than a 12-month period from the effective date of the contract.
- The publisher is the Canadian Meat Goat Association.
- Contracts received at the publisher's office prior to the date that new rates take effect will be honored at the rates of the previous card until contract expiry.
- If two insertions run in a single issue, each counts as a separate insertion according to its respective earned size rate.
- Cancellation of an advertisement in a particular issue must be made by written notice and received at the publisher's office prior to the advertising closing date.
- In the event of default by the advertising agency, the advertiser is liable for payment of its advertising.
- The advertiser agrees to protect the publisher against legal action based on libelous statement, unauthorized use of photographs and/or other material in connection with advertisements placed on this contract and in particular to defend any such claim by all legal means available and to fully indemnify and save harmless the publisher, its officers, directors, employees and agents in respect thereto.
- The word "Advertisement" will be placed above copy that, in the publisher's opinion, resembles editorial material.
- The publisher reserves the right to refuse an ad that they feel does not serve the best interests of the goat industry.
- Advertising material is held for one year only.
- All advertising copy is subject to the publisher's approval.
- All quoted prices are subject to applicable sales taxes at the rate prescribed in legislation as applicable.
- All agreements are subject to cancellation or change at the publisher's discretion due to natural or other contingencies beyond the publisher's control.

## Electronic Files

All ads need to be set up as print ready, with appropriate bleeds. All raster source files for both covers must be 4 colour process (CMYK), 300 DPI / 400 KB and scaled no more than 125%. All vector artwork must be 4 colour process (CMYK) for both covers, with type converted to outlines. Ads must correspond to the size specified in this rate sheet (see specifications table).

Files must be submitted in PDF X1:a2001 format, 4 colour process only (CMYK) or as a high resolution JPEG.

Please email to [info@canadianmeatgoat.com](mailto:info@canadianmeatgoat.com)

## Specifications

All measurements in inches

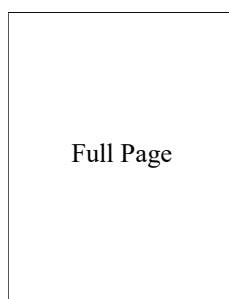
Type Page: 7 ½ x 10

Trim: 8 ½ x 11

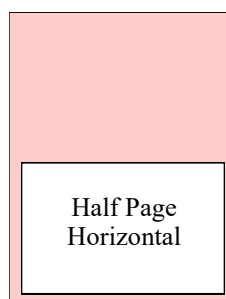
Bleed Full Page: 8 ¾ x 11 ¼

Full Colour

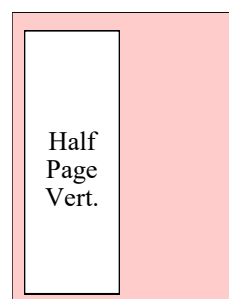
1



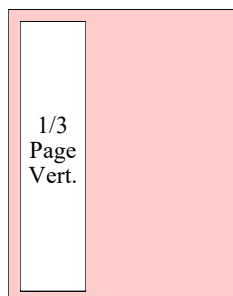
2



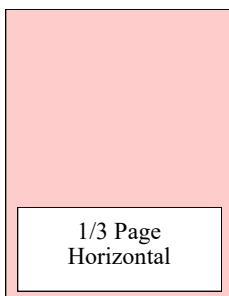
3



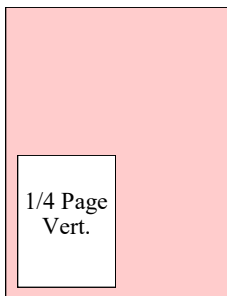
4



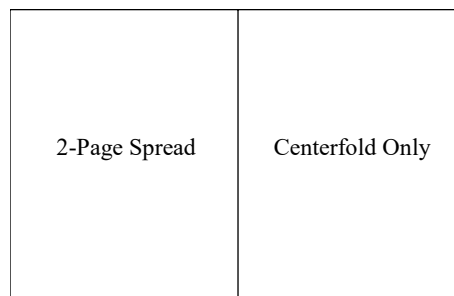
5



6



7



| # | Setup          | Live area<br>(W" X H" ) | Bleed<br>(W" X H") | Type safe<br>(W" X H") |
|---|----------------|-------------------------|--------------------|------------------------|
| 1 | Full Page      | 8 ½ x 11                | 8 ¾ x 11 ¼         | 7 ½ x 10               |
| 2 | 1/2 Horizontal | 7 ½ x 5                 | -                  | 7 ½ x 5                |
| 3 | 1/2 Vertical   | 3 ⅝ x 10                | -                  | 3 ⅝ x 10               |
| 4 | 1/3 Vertical   | 2 ⅜ x 10                | -                  | 2 ⅜ x 10               |
| 5 | 1/3 Horizontal | 7 ½ x 3 ¼               | -                  | 7 ½ x 3 ¼              |
| 6 | 1/4 Vertical   | 3 ⅝ x 4 ⅞               | -                  | 3 ⅝ x 4 ⅞              |
| 7 | 2-Page Spread  | 17 x 11                 | 17 ¼ x 11 ¼        | 16 x 10                |