

RATE CARD #6 Effective October 31, 2009

Full Colour	1x	3x	6x
Full Page	\$2,540	\$2,230	\$2,075
2/3 Page	\$2,110	\$1,900	\$1,690
1/2 Island	\$1,790	\$1,610	\$1,430
1/2 Page	\$1,700	\$1,540	\$1,360
1/3 Page	\$1,220	\$1,090	\$ 980
1/4 Page	\$ 990	\$ 890	\$ 790

COVERS

Outside Back	\$2,980 - SOLD
Inside Front/Inside Back	\$2,790 - SOLD

PRODUCT SHOWCASE

Highlight your new products and services in our Product Showcase section. We create your display ad with a colour photo and up to 60 words of text for a cost of \$580 per insertion. Book for six issues and your cost is \$495 per insertion.

WEBSITE ADVERTISING meatbusiness.ca

Lead Banner (595 x 68 pixels)	\$280/month	4 month/min.
Banner (176 x 110 pixels)	\$160/month	3 month/min.
Button (176 x 55 pixels)	\$125/month	3 month/min.

Web stats are available on request. (All rates are net, taxes are extra. GST# 87301 2900 RT001)

ADVERTISING DIMENSIONS

<p>Full Page Bleed 8 3/8" x 11 1/8"</p> <p>Trim Size 8 1/8" x 10 7/8"</p>	<p>2/3 Vertical 4 5/8" x 10"</p> <p>1/3 Vertical 2 1/8" x 10"</p>	<p>1/6 Vertical 2 1/8" x 4 3/4"</p> <p>1/3 Page Square 4 5/8" x 4 3/4"</p> <p>1/2 Page Horizontal 7" x 4 3/4"</p>	<p>1/4 Page Vertical 3 3/8" x 4 3/4"</p> <p>1/2 Page Vertical 3 3/8" x 10"</p>	<p>1/2 Page Island 4 5/8" x 7 1/2"</p>
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CANADIAN MEAT BUSINESS

Publisher: Ray Blumenfeld, ray@meatbusiness.ca
 7-1080 Waverley Street, Winnipeg, Manitoba, Canada R3T 5S4
Toll Free: 1.800.344.7055 ext.1 **Direct:** 204.985.9516 **Fax:** 204.582.9800
E-mail: publishing@meatbusiness.ca **Website:** meatbusiness.ca
 We Communications West Inc. is a full service creative design and publishing company.
Website: wecomcommunications.ca

ARTWORK SPECIFICATIONS

SOFTWARE

Adobe Acrobat 7.0 and earlier (preferred format)
 PDF files must be created with Acrobat Distiller, saved at a minimum resolution of 300dpi and all fonts must be embedded.

InDesign CS2 and earlier
 Make sure to provide all linked files and fonts.

QuarkXPress version 4.1 and earlier
 Make sure to provide all linked files and fonts.

Adobe Photoshop CS2 and earlier
 Files must be saved in TIFF or EPS format.

Adobe Illustrator CS2 and earlier
 Make sure to provide all linked files and convert all text to "Outlines."

OTHER FILE FORMATS

There will be an added charge for converting files of other formats. Image quality and text flow can not be guaranteed.

FONTS AND IMAGES

All documents supplied must be accompanied by both screen and printer fonts. All images must be at a reasonable dimension and must have a resolution of 300dpi at final size.

OTHER SERVICES

- Reprint Services • Inserts • Copy Writing
- Ad Design & Preparation • Bind-In Postcards
- Marketing and Communications Consulting
- Web Development & Electronic Marketing

NOTE: All advertising rates are based on receiving completed electronic files. Any size, copy, image or file modifications will be charged to the advertiser at a rate of \$95 per hour. Advertising cancellations are not accepted after issue closing date. Short rates apply to schedules not completed. E-mail, fax and verbal confirmations of advertising are binding contracts – costs are due upon receipt of invoice following each published date of magazine.

2010
 Media Kit



FOOD
 Safety & Handling



PROCESSING
 Equipment & Supplies



PACKAGING
 Equipment & Supplies



DISTRIBUTION
 Transportation & Logistics



Meat in Canada

Canadian Meat Business is the only magazine in Canada dedicated solely to the multi-billion dollar beef, pork and poultry industry.

CMB is distributed to over 7,600 manufacturers, suppliers, distributors, wholesalers and retailers in the meat sector. We target food professionals involved in:

- Meat Additives, Casings, Ingredients and Seasonings
- Cleaning and Sanitation
- Cutting Equipment – Knives, Blades, Dicers, Slicers
- Safety Supplies
- Food Packaging Equipment and Materials
- Meat Processing Equipment and Supplies
- Weighing Equipment

2010 EDITORIAL SCHEDULE

Canadian Meat Business is published every two months. Each issue features timely and relevant news coverage, in-depth features and opinions from major industry players. Editorial submissions are welcome – contact alan@meatbusiness.ca for more information.

In every issue we also feature the following regular departments: Cross Country News – a province-by-province breakdown of the headlines making news in the industry; Assembly Line – new product announcements for all aspects of meat business in Canada; Industry Roundup – top stories from our website’s daily news section; Events Calendar – a listing of upcoming trade shows and conferences and reports from recent events; and Meat Industry Business Watch.

Advertising and editorial deadlines follow the issue dates below:

January/February 2010

Annual Buyer’s Guide
Canadian food industry review 2010
Beef industry report

March/April 2010

The Safety Issue:
Plant safety & security
Food safety innovation

May/June 2010

Pork industry report
Trade events and conferences in the digital age

July/August 2010

Packaging trends and innovations special
Organics update

September/October 2010

Poultry industry report
Ready-to-eat meats

November/December 2010

Special 50th issue!
The future of meat in Canada
The future of exports

**Editorial schedule is subject to change.*

2010 CANADIAN MEAT BUSINESS BUYER’S GUIDE

Be included in the most complete equipment and services guide published in Canada. Our annual Buyer’s Guide features listings of manufacturers, suppliers, distributors and wholesalers in Canada and the U.S.

This valuable resource guide offers year-round longevity and repeat exposure to your listing and advertisement. Basic listings are free of charge, enhanced listings start at only \$95.00. Get your listing form online at meatbusiness.ca.

CMB ONLINE

meatbusiness.ca is your source for event listings, feature stories and timely news – updated daily. Our Industry Roundup news section will keep you up-to-date on what’s going on in the beef, pork and poultry in Canada.

WHAT ARE READERS SAYING?

“No other publication speaks to the meat industry in Canada like Canadian Meat Business – it’s a great resource and forum for discussion for producers, processors and suppliers across the country, and an excellent venue for reaching our industry.”

**Doris Valade, President,
Malabar Super Spice
Company**

“Canadian Meat Business is one of the best ways to communicate directly with beef, pork and poultry processors across Canada. The quality of the magazine’s editorial content and the timeliness of its online daily news make it an important publication that must be read if you want to stay on top of this very diverse and vibrant industry.”

**Phil Kimball
Executive Director
North American Meat
Processors Association**

“In my opinion, Canadian Meat Business is the only real connecting rod for the meat industry in Canada and we need it. There is a spirit that unites those men and women who collectively turn meat into the best kind of food products every day and Canadian Meat Business contributes to that spirit and unification.”

**Gerry McNamara
Unipac Packaging
Products Ltd.**

