

www.saskbeef.com

SASKCATTLE

TIMES

2025 Media Kit



SASKCATTLE TIMES

THE SASKATCHEWAN CATTLEMEN'S ASSOCIATION (SCA)

provides a united voice for the province's beef industry. With a mandate to promote and develop the Saskatchewan beef cattle industry, the SCA represents members from all industry sectors and across every region of the province. The SCA provides producers with a strong united voice to government and the province. The SCA also funds a variety of partnerships, programs, events and education projects aimed at promoting the Saskatchewan beef cattle industry.

Research is a major priority of the SCA. Investing in research to improve animal health, environmental stewardship and economic sustainability, the SCA ensures research is funded responsibly on projects that enhance the competitiveness of all production sectors of the Saskatchewan beef cattle industry.

Beef production is a complicated business. Producers have to wear many hats and have to make many complicated decisions that affect the outcome of their business. The SCA works hard to support producers across Saskatchewan so they can maximize their operations to build a vital and strong beef cattle industry across the province.

OUR QUARTERLY NEWSMAGAZINE

is your best way to reach every beef cattle producer in the province. This newsmagazine features the latest industry news, developments in research to improve cattle production and animal health, the latest in industry innovations, and association events and activities.

Published four times a year with a circulation of 16,000, this SaskCattle Times is distributed directly to every beef cattle household in Saskatchewan through Canada Post. The newspaper is also distributed to key

decision-makers in the province, including MPs, MLAs, government ministries and industry stakeholders, and is available in digital format on the SCA website at <https://www.saskbeef.com/>. Past copies are also available on the website. Excerpts are also promoted on SCA social media, including Facebook and Instagram.

As the go-to source for the latest developments affecting the Saskatchewan beef cattle industry, this newsletter provides information about important beef cattle industry issues, rural life, and business practices, while telling the stories of Saskatchewan producers.

BENCHMARK PUBLIC RELATIONS

is Saskatchewan's largest locally-owned magazine contract publisher. It publishes a variety of publications for various organizations. Benchmark is a full-service public relations agency specializing in all aspects of strategic communications and marketing.



ADVERTISING SPECIFICATIONS

Advertising must be submitted electronically to info@benchmarkpr.ca or through [Dropbox.com](https://www.dropbox.com) or [Wetransfer.com](https://www.wetransfer.com). Supply files in print optimized PDF format with all fonts and 300dpi (min). CMYK images embedded. **NO CROP MARKS.** Please **DO NOT** include text or graphics that you do not want cut off by the printer in this area.

Rates and Sizes

Prices listed are based on digitally supplied artwork in full color and sizes are listed as width by height.

All second ads receive a 10% discount.

We can create a custom ad to suit your needs. Please contact Benchmark Public Relations to discuss your requirements so we can provide you with an accurate quote by way of our graphic designer.

If you require changes to your ad, we can provide a graphic designer who for an additional fee will assist with file preparation.

Inserts

Pre-printed inserts, up to a maximum size of 8.5" x 11" can be distributed in any issue for a cost. Printing options are also available at an additional cost.

Please contact Benchmark Public Relations for pricing and to book the insert.

The full distribution of inserts should be sent to:

Benchmark Public Relations
2260 McIntyre Street
Regina, SK S4P 2R9

Mechanical Details

The newsletter is printed in a tabloid format on high-quality newsprint.

The printed page is 11.375 wide by 15" high.

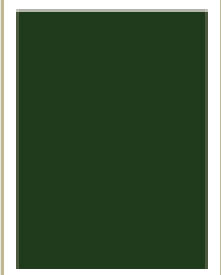
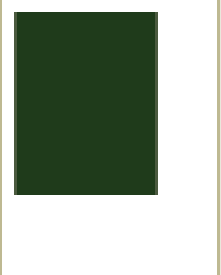
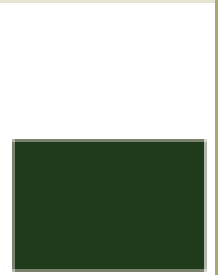
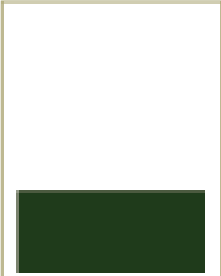
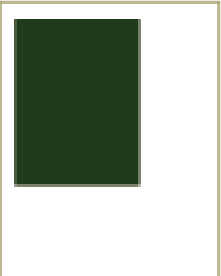
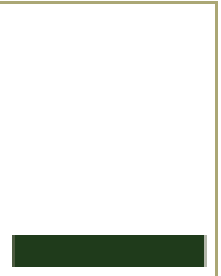
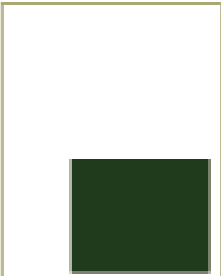
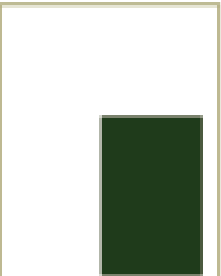
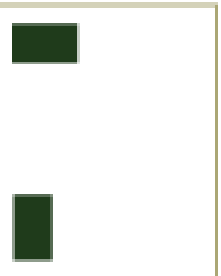
Number of columns to a page is 3.

Gutter width is 0.1667"

File Details

We use the programs Adobe InDesign, Illustrator and Photoshop.

Note: fonts must be embedded to ensure correct output.

	Full Page 10.375" x 14" \$3975.00		Junior Page 8" x 10.5" \$3025.00		Half Page 10.375" x 6.8" \$1990.00
	Third Page Horizontal 10.375" x 4.3" \$1325.00		Third Page Vertical 6.86" x 7.28" \$1325.00		Banner 10.375" x 2.5" \$775.00
	Quarter Page Horizontal 6.86" x 5.75" \$995.00		Quarter Page Vertical 4.67" x 7.75" \$995.00		Business Card Horizontal 3.5" x 2" Vertical 2" x 3.5" \$84.00

Please send all high-resolution files and images to info@benchmarkpr.ca.

PUBLISHING SCHEDULE

Spring 2025

Insertion Orders Due: February 21

Material Due: February 28

Distribution: Week of March 14

Summer 2025

Insertion Orders Due: May 23

Material Due: May 30

Distribution: Week of June 13

Fall 2025

Insertion Orders Due: August 22

Material Due: August 29

Distribution: Week of September 15

Winter 2025

Insertion Orders Due: October 24

Material Due: October 31

Distribution: Week of November 14

Terms and Conditions

The total outstanding amount is due and payable 30 days after receipt of invoice. Overdue accounts will be charged 1.5% interest per month. Make cheques payable to: Benchmark Public Relations.



CONTACT US

Benchmark Public Relations

2260 McIntyre Street
Regina, SK S4P 2R7
Website: www.benchmarkpr.ca



Account Executives:

Warren Nerby
T: 306-790-1045
C: 306-539-8286
E: wnerby@benchmarkpr.ca

Pat Rediger
T: 306-522-9326
E: prediger@benchmarkpr.ca

Angela Prawzick
T: 306-522.0923
E: aprawzick@benchmarkpr.ca



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CLIENT INFORMATION

Client: _____ Contact Person: _____
Address: _____ Authorized Signature: _____
City: _____ Postal Code: _____ Email: _____
Phone: _____ Purchase Order Number: _____
Fax: _____

SPECIFICATIONS & PRODUCTION

This publication is a 11.5" x 15.5" newsprint tabloid with a circulation of 16,000 copies printed and distributed to all the Saskatchewan Cattlemen's Association Members. The production schedule is as follows:

Spring 2025	Insertion Orders Deadline:	February 21	Ad Material Deadline	February 28	Distribution:	Week of March 14
Summer 2025	Insertion Orders Deadline:	May 23	Ad Material Deadline	May 30	Distribution:	Week of June 13
Fall 2025	Insertion Orders Deadline:	August 22	Ad Material Deadline	August 29	Distribution:	Week of September 15
Winter 2025	Insertion Orders Deadline:	October 24	Ad Material Deadline	October 31	Distribution:	Week of November 14

ADVERTISING SPECIFICATIONS

(See rate card for sizes)

Prices listed are based on digitally supplied artwork in full color. Submit all ads electronically to info@benchmarkpr.ca. You can also send it by wetransfer.com or dropbox.com for free if your file is too large to send by email. Supply files in print optimized PDF format with all fonts and 300 dpi (min.) CMYK images embedded.

Please check the ad size to the right that you wish to purchase.

We can create a custom ad to suit your needs. Please contact Benchmark Public Relations to discuss your requirements so we can provide you with an accurate quote by way of our graphic designer.

If you require changes to your ad, we can provide a graphic designer who for an additional fee will assist with file preparation.

Pricing (not including GST)

☐	Full Page	\$ 3975.00
☐	Junior Page	\$ 3025.00
☐	Half Page	\$ 1990.00
☐	Third Page Horizontal	\$ 1325.00
☐	Third Page Vertical	\$ 1325.00
☐	Banner	\$ 775.00
☐	Quarter Page Horizontal	\$ 995.00
☐	Quarter Page Vertical	\$ 995.00
☐	Business Card Horizontal	\$ 84.00
☐	Business Card Vertical	\$ 84.00

SUMMARY

Display Space Fee _____ Contract currently in place: _____

GST (5%) _____

Total (Per Issue) _____

Currently committed advertising issues: (check below)

- ☐ Spring 2025 ☐ Fall 2025
☐ Summer 2025 ☐ Winter 2025

CONTACT TERMS & CONDITIONS

Benchmark Public Relations

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Regina, SK S4P 2R7
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