

Rural Delivery Rate Card and Schedule 2024

ADVERTISING RATES Effective January 1, 2024

AD SIZE	1 X	3 X	6 X	10 X
Back Cover, FC	\$2360	\$2100	\$2040	\$1830
Inside Covers, FC	\$2345	\$1995	\$1875	\$1740
Full Page, FC	\$1775	\$1545	\$1450	\$1345
Page Three	\$1545	\$1335	\$1260	\$1155
Full Page, B&W	\$1235	\$1070	\$1010	\$925
2/3 Page	\$835	\$715	\$660	\$620
1/2 Page	\$720	\$610	\$580	\$525
1/3 Page	\$475	\$405	\$385	\$350
1/6 Page	\$340	\$290	\$275	\$250



Spot color - \$130/standard color Full color - \$450

Matched colors, phone for prices. Applicable sales tax must be added to invoices paid in Canadian funds.

PARTICULARS – Rates quoted are for print-ready ads

Frequency discounts: These discounts are based on confirmed advertising plans, with all ads booked at one time. Prices will be prorated and invoiced in the event of the cancellation of a plan.

Position: When possible, position requests (1/3 page or larger) will be accommodated. A 25 percent premium applies.

Composition: DvL Publishing will provide design and production service if required. Rate for this service is \$50 per hour.

Terms: Payment due upon receipt unless prior arrangements have been made.

Requirements: 300 dots per inch for half-tones, 600 dots per inch for line art. Photocopies and laser reproductions of half-tones are not acceptable for printing. Ads supplied on disk must be Mac format. All screen and postscript fonts used, either for text or graphics, must be included on the disk. Do not use True Type fonts. Do not use RGB or Index colors. All ads supplied on disk must be accompanied by a laser-printed composite proof. Blacks must be 100%, do not use registration black.

DEADLINES

ISSUE	Booking	Material	Mail Date
RD Jan-Feb	Dec 19	Jan 2	Jan 19
RD March	Jan 16	Jan 23	Feb 16
RD April	Feb 12	Feb 19	Mar 15
RD May	Mar 19	Mar 25	Apr 19
RD June	Apr 23	Apr 30	May 24
RD Jul-Aug	Jun 11	Jun 18	July 12
RD September	July 16	July 23	Aug 16
RD October	Aug 20	Aug 27	Sept 20
RD November	Sept 17	Sept 24	Oct 18
RD December	Oct 29	Nov 5	Nov 29
RD Jan-Feb 2025	Dec 17	Jan 2	Jan 17

The Publisher reserves the right to reject any advertising at any time. All advertising is accepted and published by DvL Publishing on the representation that the advertiser is authorized to publish the content and subject matter. It is understood that the advertiser retains sole responsibility for any loss or liability resulting from any claims or suits that may arise out of publication of such advertisement.

DvL Publishing Inc., 173 Main Street
 Box 1509 Liverpool NS B0T 1K0
 Phone: 902-354-5411 www.RuralLife.ca

“Owned and Published in Atlantic Canada”



Atlantic Forestry Review Rate Card and Schedule 2024

ADVERTISING RATES Effective January 1, 2024

AD SIZE	1 X	3 X	6 X
Back Cover, FC	\$2300	\$1980	\$1815
Inside Covers, FC	\$2235	\$1930	\$1775
Full Page, FC	\$1805	\$1550	\$1430
Full Page, B&W	\$1260	\$1080	\$990
2/3 Page	\$845	\$725	\$665
1/2 Page	\$730	\$625	\$580
1/3 Page	\$515	\$435	\$410
1/6 Page	\$345	\$325	\$270



Spot color - \$130/standard color Full color - \$450

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DEADLINES

ISSUE	Booking	Material	Mail Date
AF Jan-Feb	Nov 22	Nov 29	Dec 23
AF Mar-Apr	Jan 30	Feb 6	Mar 1
AF May-June	April 9	April 16	May 10
AF Jul-Aug	June 4	June 11	July 5
AF Sep-Oct	Aug 6	Aug 13	Sept 6
AF Nov-Dec	Sept 24	Sept 30	Oct 25
AF Jan-Feb 2025	Nov 19	Nov 26	Dec 20

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Atlantic Forestry

Review

“Owned and Published in Atlantic Canada”



Atlantic Beef and Sheep Rate Card and Schedule 2024

ADVERTISING RATES Effective January 1, 2024

AD SIZE	1 X	4 X
Back Cover, FC	\$1820	\$1650
Inside Covers, FC	\$1740	\$1575
Full Page, FC	\$1385	\$1300
Page Three	\$1045	\$940
Full Page, B&W	\$840	\$750
2/3 Page	\$570	\$520
1/2 Page	\$525	\$455
1/3 Page	\$370	\$325
1/6 Page	\$260	\$230

Spot color - \$130/standard color Full color - \$450

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Position: When possible, position requests (1/3 page or larger) will be accommodated. A 25 percent premium applies.

Composition: DvL Publishing will provide design and production service if required. Rate for this service is \$50 per hour.

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DEADLINES

ISSUE	Booking	Material	Mail Date
AB Spring	Feb 6	Feb 13	Mar 8
AB Summer	May 14	May 21	Jun 14
AB Fall	Aug 13	Aug 20	Sept 13
AB Winter	Nov 5	Nov 12	Dec 6
AB Spring 2025	Feb 4	Feb 11	Mar 7

Atlantic Beef & Sheep

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“Owned and Published in Atlantic Canada”

Horse & Pony Rate Card and Schedule 2024



ADVERTISING RATES Effective January 1, 2024

AD SIZE	1 X	2 X	4X
Back Cover	\$2175	\$1840	\$1740
Inside Covers	\$2095	\$1780	\$1675
Full Page	\$1520	\$1315	\$1260
Page Three	\$1710	\$1580	\$1515
2/3 Page	\$1010	\$855	\$810
1/2 Page	\$755	\$640	\$605
1/3 Page	\$510	\$420	\$400
1/6 Page	\$390	\$340	\$310

Matched colors, phone for prices. Applicable sales tax must be added to invoices paid in Canadian funds.

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Position: When possible, position requests (1/3 page or larger) will be accommodated. A 25 percent premium applies.

Composition: DvL Publishing will provide design and production service if required. Rate for this service is \$50 per hour.

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DEADLINES

ISSUE	Booking	Material	Mail Date
HP Feb-Apr	Dec 19	Jan 2	Jan 26
HP May-Jul	Mar 26	April 2	April 26
HP Aug-Oct	June 25	July 2	July 26
HP Nov-Jan	Oct 1	Oct 8	Nov 1
HP Feb-Apr 2025	Dec 17	Jan 3	Jan 24

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atlantic

Horse & Pony

“Owned and Published in Atlantic Canada”

farm focus 2024

AD	SIZE	1 TIME	3 TIMES	6 TIMES	12 TIMES	COLOR
Full Page	10.25" x 16"	\$1,715.00	\$1,545.00	\$1,460.00	\$1,380.00	\$450
2/3 page	7.65" x 8.96"	\$955.00	\$865.00	\$810.00	\$765.00	\$450
1/2 page (ver.)	5.04" x 12"					
1/2 page (hor.)	10.25" x 6"	\$855.00	\$775.00	\$730.00	\$695.00	\$450
1/4 page (ver.)	2.43" x 12"					
1/4 page (hor.)	10.25" x 3"					
1/4 page (sq.)	5.04" x 6"	\$430.00	\$380.00	\$360.00	\$345.00	\$250
1/8 page (ver.)	2.43" x 6"					
1/8 page (hor.)	5.04" x 3"	\$215.00	\$195.00	\$185.00	\$180.00	\$250
1/2 banner	4.75" x 1.5"	\$600.00	\$600.00	\$600.00	\$600.00	Included
Ear Lug (inside)	2.5" x 1.5"	\$410.00	\$410.00	\$410.00	\$410.00	Included
Ear Lug (front cover)	2.5" x 1.5"	\$495.00	\$495.00	\$495.00	\$495.00	Included
Buyers Guide Box	1.5" x 1"	\$795 <small>(12 issues)</small>	—	—	—	—

INNOVATIVE DIRECT MARKETING OPPORTUNITIES

Ask about focused marketing opportunities available throughout the business year:

USED EQUIPMENT FEATURE: 1/4 page \$250; 1/2 page \$500; full page \$1,000. No colour available.

CLASSIFIED ADS: start at \$40 for 20 words in a 1 x 20 line box, each additional word \$1.00 No colour available.

Buyers Guide BOX Ad: Minimum ONE YEAR. Total annual cost is \$60/issue = \$720

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2024 DEADLINE SCHEDULE

Issue	Ad deadline	Material deadline	Mail Date
FF January	Dec 18	Dec 22	Jan 6
FF February	Jan 15	Jan 18	Feb 2
FF March	Feb 19	Feb 22	Mar 1
FF April	Mar 18	Mar 21	Mar 29
FF May	Apr 15	Apr 18	Apr 26
FF June	May 20	May 23	May 31
FF July	Jun 17	Jun 20	Jun 28
FF August	July 22	July 25	Aug 2
FF September	Aug 19	Aug 22	Aug 30
FF October	Sept 16	Sept 19	Sept 27
FF November	Oct 21	Oct 24	Nov 1
FF December	Nov 18	Nov 21	Nov 29
FF January 2025	Dec 16	Dec 19	Jan 3

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