



Lactanet is the leading dairy herd improvement organization responsible for milk recording, genetic evaluations, knowledge transfer and dairy cattle traceability.

As a farmer-run organization serving 8,000+ Canadian dairy producers, Lactanet provides the dairy industry with innovative products and services to help manage their dairy operation for maximum efficiency and profitability.

Our reach includes more than 10,000 dairy producers and dairy farm advisors throughout Canada.



2021/22 MEDIA KIT

Connect With Canadian Dairy Producers





ADVERTISING OPPORTUNITIES

OPTION 1

ANNUAL PROGRESS REPORTS

Lactanet releases four regional **Progress Reports** across Canada. As our flagship publication, each edition showcases top managed herds, publishable herd data, statistics, benchmarks, and articles from dairy experts.



AD SPECS

Full Page Colour
Live Area: 7.5"W x 10"H
Trim: 8.5"W x 11"H
Add 0.125" for bleed

½ Page Colour
7.5"W x 5"H

¼ Page Colour
7.5"W x 2.5"H

Progress Report Advertising Distribution and Rates			
Progress Reports are delivered to clients and industry in May. Digital issues are also posted on lactanet.ca.	Western Report BC, AB, SK, MB (English)	Ontario Report (English & French)	Atlantic Report (English)
Circulation	1,900	4,300	On-Line Only
Full Page	\$1,050	\$2,000	\$700
Full Page Back Cover	\$1,650	\$2,400	\$800
Full Page Inside Front / Back Cover	\$1,400	\$2,250	\$800
½ Page	\$800	\$1,400	\$400
¼ Page	\$550	\$900	\$300

AD Formats

We accepted high resolution AD file formats

- PDF/X-4
- InDesign (with supporting fonts & images)
- Illustrator EPS (fonts converted to curves)

If you wish to advertise in the Quebec Progress Report, give us a call at 1-800-266-5248 (ext 7731).

OPTION 2

HERD MANAGEMENT LOG BOOKS

Producers use our exclusive **Herd Event Log Book** to record and track all herd events. The Log Book is a popular management tool that over 20% of our customers use daily. It is designed to assist and meet the requirements of on-farm recording for proAction dairy cattle traceability and copies can also be purchased.

Impactful Tabs & Memorable Banners

Each Log Book includes tabbed sections offering full-page impactful AD's. Banner AD's also have great appeal as they are sold in packages to offer repetition on multiple pages.

Log Book Rates (Printed in English and French)	
Full Page Tab	\$1,200
Back Cover	\$2,000
25 Banner Ad Package	\$1,300



Tabbed Sections

- Calving
- Dry Cows & Dry Treatment
- Purchased & New
- Sold/Left Herd
- Breedings
- Vet Check
- Health & Treatment
- Vaccinations
- Tags & Miscellaneous
- Calves & Heifers

AD SPECS

Full Page Tab & Back Cover
Black & White
Live Area: 7.5"W x 10"H

Banner - Black & White
7.7"W x 1.8"H