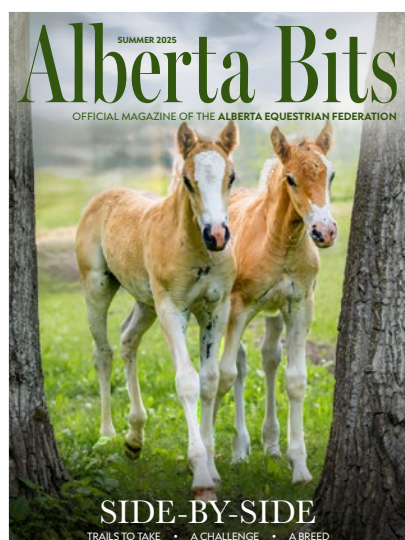


Alberta Bits

For the love of horses

Alberta Bits celebrates the equestrian community in Alberta. Each issue highlights and explores Alberta's horses and horse enthusiasts through beautiful photographs, engaging local stories and the gotta-know-this for horse owners and admirers. The horse-loving audience is wide, engaged and diverse.

Alberta has the highest number of horses in Canada; they are an integral and valued part of our culture and our lives.



~
*Reach horse owners
and enthusiasts*

The physicality of **print drives**
70% higher ad recall in
comparison
to digital ads.

Alberta Magazine Publishers Association 2025

ALBERTA  EQUESTRIAN
— F E D E R A T I O N —

Alberta Equestrian Federation (AEF) has been supporting the Alberta equine and equestrian community since 1978. AEF offers a wide range of programs and services for beginners and experts, and all ages. Services range from insurance for equestrian-related activities, to focus areas in recreation, sport, education and industry. We administer the only nationally recognized coaching, instructor and rider development programs. AEF also provides funding to members for professional development, trail maintenance and expansion, educational opportunities and competitions at all levels.

Reach AEF's community of 20,000 equestrians in over 425 Alberta communities and expand your influence.

Advertising rates & specifications

Rates

| Advertising Type | One time rate | Three times rate |
|--|---------------|------------------|
| Inside Front DPS | \$3,800 | \$3,575 |
| Double Page Spread (DPS) | \$3,615 | \$3,395 |
| Outside Back Cover (OBC) | \$2,660 | \$2,500 |
| Inside Front Cover (IFC) / Inside Back Cover (IBC) | \$2,190 | \$2,060 |
| Full page | \$1,900 | \$1,785 |
| 1/2 page | \$1,240 | \$1,165 |
| 1/4 page | \$665 | \$625 |
| 1/8 page | \$405 | \$380 |

Are you a member?

Business/club members of Alberta Equestrian Federation receive **20% off** of the one time or three time ad rates, depending upon total insertions within a 12-mos time period.

Deadlines

| | Fall 2025 | Winter 2025 | Spring 2026 |
|----------|-----------|-------------|-------------|
| Booking | Aug 11 | Oct 22 | Jan 12 |
| Material | Aug 18 | Oct 31 | Jan 19 |

Dimensions (inches)

Trim Size 8" x 10.75"



Double Page Spread (DPS)

16" x 10.75"



Full Page

8" x 10.75"



1/2 Horizontal

7" x 4.825"



1/4 Vertical

3.45" x 4.825"



1/8 Horizontal

3.45" x 2.3625"

Requirements & Recommendations

- All images and colours, including spot colours, must be converted to CMYK.
- The minimum resolution recommended for raster images is 300ppi.
- Artwork should be submitted in PDF file format with all fonts embedded.
- For Full Page, DPS and 1/2 DPS ads, bleeds must extend 1/8" on each side and the live area should be 1/2" from the trim size. All other ad sizes do not bleed.
- Ink density levels must not exceed 320%.
- Use 100% black for text under 14pt and rich black (100% black, 40% cyan, 30% magenta & 30% yellow) for headings and large solid black areas.

PLEASE NOTE:

* 100% colour accuracy cannot be guaranteed.

* All ad sizes, excluding full-page ads and double-page spreads, will have a fine black outline added during production

Book your ad AlbertaBits@odvod.com