

# International CQ Camelid Quarterly

## 2010 Media Kit

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*We're more than  
just another  
pretty face!*

**CC** has over 320 contributing authors, including scientists, researchers, veterinarians and breeders, who consistently provide our readers with informative and timely editorial.

**CC** has published over 750 articles since its premier issue in March 2002 and every one of them is available to subscribers in our on-line Library.

**CC** editorial is fairly balanced over the entire camelid spectrum. The emphasis is on alpaca and llama with 72% of the total editorial content being of interest to all breeders.

**CC** has subscribers in over 28 countries world-wide with an expanding readership unparalleled in the industry.

**CC**'s advertising rates remain the most cost effective of any similar publication.

**CC** is **THE** Magazine for the Serious Camelid Breeder and has been rated as the Best Camelid Specific Magazine of its kind in the world today.



# The International Camelid Quarterly

The International Camelid Quarterly is a full color, high-quality, Camelid specific magazine. It is totally independent of any political influences and, as such, is open to explore the entire realm of possibilities as the Camelid market continues to evolve. Advertisers in the International Camelid Quarterly benefit from wide subscription-based distribution and targeted, qualified, readership. Additional exposure to the marketplace is afforded through our on-line CQ Library and International Camelid Industry Directory. **CQ** is now read in more than 28 countries world-wide.

## Editorial Content

Editorial content is robust, timely and sometimes controversial. Open and diverse editorial comes from the direct input of those involved in the Camelid industry: Veterinarians, Animal Research Specialists, Professional Trainers, Breeders and Industry Leaders concerned with the health, welfare and logistical circumstances relative to the camelid species.

Associations are invited to participate in this publication providing the editorial is of an educational nature. Politics and personal agendas are avoided in order to provide unbiased assistance to the readership in their day-to-day operations relative to the breeding and raising of Camelids and the marketing of end products and services.

In addition, **CQ** maintains a library of our previously published articles on-line. **On-line and open to input by anyone and absolutely free of charge**, we host an industry Calendar of Events, Camelid Classifieds and Camelid Club/Association Directory.

**CQ** welcomes editorial submissions from anyone operating within the Camelid Industry but reserves the right to reject, scrutinize, edit, amend and generally format all submissions in an effort to ensure integrity, relevance and presentation quality.

If you wish to submit editorial for our consideration, please contact us directly or use the on-line form within our website.

## Display Advertising

Traditional display advertising may be placed in either the “general” area or within Special Feature sections. Rates start at as little as \$185.00. Discounts are available on multiple page insertions in any particular issue and/or multiple/consecutive (contract) space bookings. Production, if required, is charged in addition to ad space bookings.

## Cost Effectiveness

### WE BELIEVE IN “NO WASTE!”

The International Camelid Quarterly is in the distribution chain within 72 hours of printing. We do not “shotgun” the marketplace, nor do we employ the use of magazine distribution (newsstand) companies. Each mailed copy of **CQ** has been requested by the reader or referred by another person in the industry. Mailing lists are updated regularly to ensure your advertising dollars benefit you in the most effective method possible. Copies may be requested for distribution at selected events and we will assist whenever possible.

*The “bottom line” is...  
We respect your bottom line.*

**NOW REACHING OVER 32,000 camelid breeders IN THE USA & CANADA**



# CQ Booking Information

## Premium Locations

(Full pages only - full color only). Inside front, first right-hand page, inside rear cover, and outside rear cover are subject to prime location surcharges of 25%, 25%, 20% and 40% respectively and are guaranteed only by full payment and copy in by deadline. No discounts are available on premium spaces.

## Discounts

(Non-premium spaces only). **10% total discount applicable only when space is contracted for 4 consecutive issues and full amount of invoice is paid immediately upon invoice. A 10% discount is available to advertisers booking multiple full page insertions in any one issue. Production fees (if applicable) are not subject to discounts.**

## Placement of Advertising

With the exception of premium spaces, all advertising placement is at the discretion of the publisher and will be included on a first-come first-served basis as space permits. Requested "Special Placement" (if available) is subject to a 10% surcharge based on the one-time general advertising rate.

## Production

Production is optional and includes image scanning (5 max.), color correction, type setting, and document layout. Some restrictions may apply. Ad copy requiring production work should be submitted at least 7 days prior to specified ad material deadlines to allow time for proofing by advertiser.

## Advertising Requiring Extraordinary Original Art

Special artwork will be quoted on a per job basis. \*\*Production Rates, as indicated in the rate card (below) are considered the "maximum chargeable amount" to the client based on the production guidelines as stated in the preceding paragraph.

## Copyright

Production and design ownership is held exclusively by the respective client. CQ magazine does not charge royalty or service fees to clients wishing to run their CQ designed ad(s) in alternate publications. Copyright is only granted to the client once full payment for services performed is received by CQ.

## Proofing

All production design clients are supplied with two ad proofs. Proofs will be delivered electronically as either JPG or PDF. Additional ad proofs requested by client are billed at \$35 per proof. Verbal instructions are accepted but not guaranteed. All ad instructions should be conveyed in writing by e-mail. If you are unclear on the proofing process, you should call our office.

## Payment

**Payment is due immediately upon invoice.** Advertising Space and Production Fees may be invoiced separately.

Make checks payable to: International Camelid Quarterly

Mail to: 82 Daisywood Drive  
Hammonds Plains, Nova Scotia, Canada B4B 0E1

If paying by VISA call: 902-406-0547

# CQ Rate Card

Note: Rates shown below are subject to change without notice. Please Verify at time of order. We ask that all advertisers attend to their payments in a prompt fashion as this will help maintain ad rates at their lowest possible level.

Format	Cost of Space	**Production
Full Page	\$950	\$260
1/2 Page	\$545	\$190
1/3 Page	\$395	\$150
1/4 Page	\$320	\$115
1/6 Page	\$240	\$80
1/8 Page	\$185	\$70

## Why CQ Bills Ad Production Separately

Some publications automatically "include" production in their advertising rates, whether you need the work performed or not. We feel that advertisers should not have to pay for work not done. **If we don't do it, we don't bill it.**

# CQ Publication Deadlines

Issue	Distribution Date	Ad Space Booking	Ad Copy
Spring	Mar 01	Jan 25	Jan 30
Summer	Jun 01	Apr 25	Apr 30
Fall	Sep 01	Jul 25	Jul 30
Winter	Dec 01	Oct 25	Oct 30

# CQ -Technical Specifications

Finished trim size of CQ is 8-1/4" x 10-3/4" • CQ is printed heat-set web and is perfect bound.  
1/4" grind and gutter allowance should be made when developing all double-page spreads.

<p>Full Page Bleed 8-3/4" x 11-1/4" trimmed to 8-1/4" x 10-3/4" SAFE COPY AREA 7.5" x 10"</p>	<p>Full Page (Non Bleed) 7-1/2" x 10"</p>	<p>1/2 Vertical 3-5/8" x 9.875"</p>	<p>1/2 Horizontal 7-1/2" x 4-7/8"</p>	<p>1/2 Island 4-7/8" x 7.5"</p>
<p>1/3 Horizontal 7-1/2" x 3-1/4"</p>	<p>1/3 Vertical 2-3/8" x 9.875"</p> <p>1/3 Island 4-7/8" x 4-7/8"</p>	<p>1/4 Vertical 3-5/8" x 4-7/8"</p> <p>1/4 Horizontal 7-1/2" x 2-3/8"</p>	<p>1/6 Vertical 2-3/8" x 4-7/8"</p> <p>1/6 Horizontal 4-7/8" x 2-3/8"</p>	<p>1/8 Horizontal Only 3-5/8" x 2-3/8"</p>

Display Advertising **MUST** conform to one of the formats as specified above. AD SPACE DIMENSIONS ARE PROVIDED IN INCHES (WIDTH X DEPTH) AND ARE NOT INTERCHANGEABLE.

## FILE FORMATS

Ads **MUST** be submitted in one of the following 3 formats only:

1. TIF CMYK (no compression)
2. PDF CMYK (distilled for Press)
3. JPG CMYK (maximum quality)

"Native" application files **WILL NOT** be accepted.

Production charges for additional artwork, re-sizing or re-construction are billed at \$150.00 per hour (1/4 hr. min. charge). Problematic files will be rejected.

## Specifications for Prepared Ad Copy

### What to Send

All ads submitted for publication in CQ should be in digital format at a resolution of **no less than** 300 ppi at actual, physical size (see above).

### Note to Advertisers Not Using Agency or In-house Designers

All ads must be approved by CQ's art department prior to publication. CQ offers design services to enhance existing ads at a rate of \$150 per hour (1/4 hr. min. charge). Any and all ads enhanced or reconstructed by CQ design staff will be submitted to the client for approval and subsequent sign-off prior to publication (time permitting). (See Production and Deadlines, pg 3).

### Sending Ad Copy

For files up to 5mb in size, please e-mail to cq@llamas-alcas.com. If files are greater than 2mb, CQ production staff can retrieve from your FTP site or instruct you to upload to CQ's FTP site.

### Mail/Courier:

Send materials to:  
82 Daisywood Drive, Hammonds Plains  
Nova Scotia, Canada B4B 0E1

**NOTE: THE USE OF A REGISTERED COURIER IS STRONGLY RECOMMENDED FOR SPEEDY AND TRACKABLE DELIVERY OF AD COPY AND PRODUCTION MATERIALS.**

### Production Materials

All textual information submitted for production of CQ designed ads should be sent via e-mail as an attached Microsoft Word document, or included in the body of your e-mail message. Concerning ad production, photos from film negative are preferred, however high resolution digital images are acceptable. The onus lies with the advertiser to provide a means of return for advertising materials they wish to have returned (eg: a S.A.S.E). Materials will be held for 30 days after publication after which the return of materials cannot be guaranteed. Contact our office at: 902-406-0547 for complete details.

# International Camelid Quarterly Terms and Conditions

Please read the following carefully. Should you have any questions please call the offices of the International Camelid Quarterly at: 902-406-0547

Terms & conditions as stated below represent the entire agreement and contract between the International Camelid Quarterly (herein referred to as **CQ**) and the Client. No other terms or conditions of contract exist, either stated or implied, outside of this document unless otherwise mutually agreed to in writing between **CQ** and the Client at time of order.

## DEFINITIONS

**CQ** - The International Camelid Quarterly and/or the Publisher of the Magazine, its employees and/or its subcontractors.

**CQ Media Kit** - advertising rates and deadlines in effect at time of order.

**Client, Advertiser, Agent** - may, in some cases, be one and the same.

## AD BOOKING

### COMMUNICATIONS

Any instructions or requests communicated verbally will be accepted but not guaranteed unless stated in writing in a timely fashion and confirmed by both parties.

### AVAILABILITY OF SPACE

All advertising space is sold on a first-come, first-served basis. Space reservations must be confirmed by post, fax or e-mail on or before the space booking date as specified in the **CQ Media Kit** or advertising may not be published for that issue.

### ADVERTISING RATES

All advertising space costs listed in the **CQ Media Kit** are considered net - exclusive of agency discounts or commissions.

Display Ad rates as indicated in the then current **CQ media kit** do not include ad production charges. Production charges may be applicable to supplied artwork if the file(s) supplied are not the exact format and/or dimension required and as stipulated in the Technical Specification section of the **CQ Media Kit**.

### PAYMENT

Unless stipulated by the Publisher, payment for any ad space booking is due on - or in advance of - the publication date as stipulated in the **CQ Media Kit**. The total amount of any multiple-issue contract booking in which a frequency discount has been allotted is required on or before the distribution date of the ad booking contract's first ad insertion. Failing this, **CQ** shall be entitled to terminate **CQ's** Contractual obligations to the client forthwith, and to demand full payment for space booked. The Publisher reserves the right to impose a surcharge of three percent (3%) per month on all overdue amounts.

### CANCELLATIONS

No cancellations of booking contracts reserving space will be accepted after the respective space booking closing date.

The advertiser has the right to cancel any advertising space booked providing such cancellation is made in writing via letter, fax or verified e-mail prior to the booking deadline of the impending issue. Any advertiser cancelling after the space reservation deadline must forfeit the invoiced cost of the space.

If the Client cancels any one or more ad spaces stated in the multiple-insertion contract, he/she relinquishes any right to any discount(s) to which he/she may have been previously entitled, and all Advertisements published under the Contract up to that point will attract the appropriate and full (non-discounted) current rate. In such case, **CQ** will issue a new invoice reflecting any surcharges applicable to Advertisements that were previously published at a discounted rate, with these added charges plus any outstanding amounts due and payable upon receipt.

Should cancellation, omission or suspension of any one or more Advertisements be due to the act or default of the Advertiser or his servants or agents, including the unsuitability of the Advertisement, then the Advertiser shall pay for the space reserved for the Advertisement in full, notwithstanding that the Advertisement has not appeared. Such cancellation, omission or suspension shall be notified to the Advertiser as soon as possible after the fact.

### PROOF OF PUBLICATION

**CQ** will provide one copy of the issue in which the Client's ad appears to the address listed on the contract or booking invoice, unless an alternative address is specified by the Client.

### PUBLICATION DATES

Publication dates are absolute. When reserving space, the advertiser must take into account reasonable delivery times to ensure that time-sensitive ads will be published in accordance with their expectations. **CQ** accepts no responsibility for delays in the postal system, or consequences thereof.

### SUBMISSION OF COPY

The Publisher may, in his sole discretion for any reason, accept or refuse to accept any Advertisement. The Publisher may refuse to accept an Advertisement that is libelous, defamatory, pornographic, socially unacceptable, insensitive, in poor taste, contrary to established copy standards or otherwise contrary to **CQ** policy.

If new artwork is not received by the specified ad copy deadline date, previous ad(s) will be repeated. If no previous insertion exists on record, the client forfeits cost of contracted space not used, and the unused space will be allocated at the discretion of the publisher.

### INDEMNIFICATION

All advertising is accepted and published upon authorization from the advertiser to publish the entire contents and subject matter thereof.

The Advertiser warrants that any Advertisement submitted for publication shall comply with all applicable legislation, regulations, and codes of practice and is not an infringement of any other party's rights. By the issuance of an Order to **CQ**, the Advertiser fully assumes all costs and damages (including legal costs and awards ordered against **CQ**) in respect of any claim made against **CQ** arising from the Advertisement or its publication thereof.

### NECESSARY MODIFICATIONS

If **CQ** considers it necessary to modify space or alter the date or position of insertion or to make any other alteration, **CQ** shall notify the Advertiser of this as soon as possible. The Advertiser will have the right to submit a new Advertisement if the alterations suggested are unacceptable, unless such changes are due to circumstances beyond the Publisher's control and cannot be communicated to the Advertiser for any reason prior to commencement of the manufacturing cycle of the relevant publication.

The Publisher may charge the Advertiser for any required production work which converts advertiser-supplied artwork into a form suitable for publication. The Publisher will notify the Advertiser of such charges wherever possible after receipt of Advertising copy. These charges will be agreed to prior to publication, unless such required alterations/modifications do not become apparent to **CQ** until after the manufacturing cycle begins, in which case reasonable standard charges for such work shall be made.

### LIMITS OF LIABILITY

**CQ's** liability concerning print and production quality extends only to those ads and materials produced originally, and in their entirety, by **CQ** production staff. **CQ** assumes no liability for the print or production quality of artwork supplied by the advertiser or their agents.

The Publisher will exercise reasonable care and skill in the handling and publishing of the Advertisement but where the Advertisement is not published in the manner specified in the Contract, whether through any failure or negligent act or omission on the part of the Publisher or any third party, the Publisher's maximum liability to the Advertiser shall be limited to the invoiced amount of the space relevant and only to the Advertisement concerned.

The Publisher shall not be liable for any direct, indirect, special or consequential loss or damage arising from failure to publish any Advertisement as agreed with the publication, including any non-publication or inaccurate reproduction of the Advertisement, whether caused by the Publisher's error, negligence or any other reason whatsoever. The Publisher shall not be liable in respect of any error or omission in respect of publishing the Advertisement which is not notified to the Publisher in writing within twenty-eight days of the actual publication date of the Advertisement.

## AD PRODUCTION

### PRODUCTION

Ad production rates as provided in the **CQ Media Kit** are inclusive of the following ad-production services: image scanning (5 images max.), color correction, type setting, document layout, 2 ad proofs. Artwork extending beyond the services included as part of standard ad production as stated, will be billed at \$150.00 per hour (1/4 hour minimum charge). Production fees as listed in the **CQ Media Kit** are exclusive of all applicable taxes.

### PAYMENT

Ad production payment is due immediately upon receipt of invoice. The Publisher reserves the right to impose a surcharge of three percent (3%) per month on all overdue amounts.

### DEADLINES

If the Client chooses to employ **CQ** production services, ad copy requiring production work must be submitted at least 7 days prior to the ad material deadline as specified in the **CQ Media Kit**.

### PROOFING

**CQ's** production design clients are supplied with two successive ad proofs. Proofs are delivered electronically in either JPG or PDF format. Additional ad proofs, if required by client, are billed to the client at \$35 per proof.

When **CQ** supplies ad proofs of copy to the Advertiser, the Advertiser must respond indicating all desired changes, alterations or amendments to the Publisher no later than the last day for receiving copy as stated on the proof. Failing this, the Publisher cannot guarantee delivery of additional proofs or that the desired corrections will be made. If **CQ** does not receive instructions by the last day for receiving copy as stated, **CQ** reserves the right to run the ad as is, or in accordance with the last proof provided to the advertiser, or to repeat an Advertiser's existing copy in their possession, where appropriate. Where **CQ** is not in possession of suitable copy, **CQ** may omit any copy or omit the Advertisement and charge the Advertiser for the space reserved.

While **CQ** makes every effort to ensure the final product is free of any grammatical, spelling or design errors before providing the final product to the client for proofing, the onus is on the Client to ensure there are no spelling or grammatical errors, or design abnormalities contained in the final product. **CQ** is not responsible or liable in any way for any errors contained in the final product once the client has signed off on the final proof.

### AD COPY

During the term of the Contract, **CQ** (and potentially, **CQ** subcontractors), will hold the Advertiser's property, originals, artwork, type, mechanicals, positives etc. at the owner's risk. The Advertiser absolves and indemnifies **CQ** and its subcontractors from any blame, liability, loss or damages to such property for any reason while under their care.

The onus lies solely with the advertiser to provide a means of return for advertising materials they wish to have returned. If the Client has not provided a means of return for said materials, materials will be held for a minimum of 30 days after publication after which the return of the materials cannot be guaranteed.

### CANCELLATION

In the event of cancellation of any ad design project, ownership of all copyrights for original artwork and ancillary materials shall be retained by **CQ**, and a fee for work completed, based on the contract price and expenses already incurred, shall become immediately due and payable by the client.

### COPYRIGHT

Until full payment has been made by the client to **CQ** for any outstanding and relative invoiced amounts, **CQ** retains ownership of all original artwork or parts contained therein, whether preliminary or final. Upon full payment, the client shall obtain ownership of the final composite artwork to use and distribute as they see fit. **CQ** retains the right to use the completed project and any preliminary designs for the purpose of design competitions, educational purposes, marketing materials, and portfolio.

### CONFIDENTIALITY

All correspondence and documents provided by the client will be treated as confidential between the client and **CQ** or their assistants, unless consent to the contrary or otherwise has been granted by both parties involved.

### SPECIAL ORDERS

Additional copies of any given issue may be available for purchase, dependent on availability.