

## Use targeted advertising to expand your reach in the Lamb and Sheep Industry community

Whether you're looking to promote your company or strengthen your brand, celebrate a win or fill an event, we can help you tap into the local industry community through our unique advertising opportunities.

If you're looking for a unique and cost-effective way to reach the lamb and sheep industry professionals and producers, the Alberta Lamb Producers offer a tremendous targeted business to business, business to producer or producer to producer advertising opportunities.

By advertising on **ablamb.ca** or in our weekly electronic communications (**Marketline** and **N'ewesline**), you are putting your company's message directly in front of some of our industries most influential decision makers and valued producers.

Our audience consists of lamb/sheep producers and industry professionals from Alberta and other provinces across Canada.

### N'ewesline

**N'ewesline** is the Alberta Lamb Producers email-newsletter, developed to provide subscribers with a variety of timely and relevant industry information. Sent out every Friday, **N'ewesline** is formatted for quick reading and provides convenient links to further information and event registrations.



### Send Materials To:

Executive Director, Ashley Scott  
 Phone: (403) 948-8533  
 Email: info@ablamb.ca  
 Fax: (403) 912-1455

Or mail to:  
 Alberta Lamb Producers  
 Agriculture Centre  
 97 East Lake Ramp N.E.  
 Airdire, AB T4A 0C3

OR MORE INFORMATION CALL:  
 (403) 948-8533 or go to:

<https://www.ablamb.ca> for more information.

#### Things to know about ad placements:

- All advertisements must be run during consecutive weeks
- Artwork must be submitted one week before the placement date as final file
- Static images only, no animated GIFs or Flash files
- Make sure to include a URL or email address that you want to link to the image
- Ads are placed in random order, unless you have paid for the top banner ad placement

#### Rates and Technical Specifications

<b>Distribution</b>	490 subscribers
<b>Frequency</b>	Published every Friday (excluding holidays)
<b>Engagement</b>	39.5% open rate and 10.1% click rate
File Size	Less than 60 KB
File Format	JPEG or PNG (GIFs and PDF will not be accepted)
<b>1 week</b>	Top Banner Ad \$100.00 Regular Ad \$50.00
<b>4 weeks</b>	Top Banner Ad \$300.00 Regular Ad \$150.00
<b>8 weeks</b>	Top Banner Ad \$600.00 Regular Ad \$300.00

BUILDING THE VISION TOGETHER.

*"A flock in every field and lamb on every plate."*



Marketline

**Marketline** is the Alberta Lamb Producers email-newsletter, developed to provide subscribers with relevant industry information with regard to market pricing. Sent out every Thursday, **Marketline** is formatted for quick reading and provides relevant market pricing information provided from Alberta and Ontario.

**Things to know about ad placements:**

- All advertisements must be run during consecutive weeks
- Artwork must be submitted one week before the placement date as final file
- Static images only, no animated GIFs or Flash files
- Make sure to include a URL or email address that you want to link to the image
- Ads are placed in random order, unless you have paid for the top banner ad placement

**Rates and Technical Specifications**

<b>Distribution</b>	352 subscribers
<b>Frequency</b>	Published every Thursday (excluding holidays)
<b>Engagement</b>	47.6% open rate and 29.8% click rate
File Size	Less than 60 KB
File Format	JPEG or PNG (GIFs and PDF will not be accepted)
<b>1 week</b>	Top Banner Ad \$100.00 Regular Ad \$50.00
<b>4 weeks</b>	Top Banner Ad \$300.00 Regular Ad \$150.00
<b>8 weeks</b>	Top Banner Ad \$600.00 Regular Ad \$300.00





**YOUR AD HERE**

[Click to view this week's Marketline table.](#)

**YOUR AD HERE**

To submit sale information, email the sale description title (8 word maximum), date(s), location and website or flyer link to [info@albertalamb.ca](mailto:info@albertalamb.ca). **ONLY** sales specifically requested to appear will be listed. A.L.P. is not responsible for verifying or copying the information provided.

**Upcoming Sales:**

**Auction Market Sales:**

**Beaver Hill Auction Sheep & Goat Sales:**  
Tullock, AB  
[www.beaverhillauction.com](http://www.beaverhillauction.com)  
Regular: Monday sales  
except holidays

**Orin Auction Mart Sheep & Goat:**  
Sales: Orin, AB  
[www.orinauction.com](http://www.orinauction.com)  
Regular: Tuesday sale

**Picture Butte Auction Sheep & Goat:**  
Sales: Picture Butte, AB  
[www.picturebutteauction.com](http://www.picturebutteauction.com)  
Regular: Saturday sale

**VJV Auction Sheep and Goat Sales:** Westlock

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Social Media

**Social Media** is a powerful tool. Advertising with the Alberta Lamb Producers **Facebook** and **Twitter** pages, gives you access to an established following of industry members, professionals and producers.

**Things to know about ad placements:**

- All artwork must be submitted in JPEG or PNG less than 60K
- Include URL, and relevant handles and hashtags
- Please submit the content one week before you would like the post(s) shared
- Specify which channel you would like the post to run (Twitter, Facebook or both)

**Reach**

Reach	Followers	Average Monthly Post Reach	Average Monthly Engagement
Facebook	744	2,648	39.89%
Twitter	322	5727 Impressions	1.1%

Rates	
<b>Facebook</b>	1 post \$25.00 5 posts for \$100.00 Buy in bulk and save - get 1 post for free!
<b>Twitter</b>	1 post \$25.00 5 posts for \$100.00 Buy in bulk and save - get 1 posts for free!



Ablamb.ca

As the voice of the Alberta Lamb Industry, your ad on **ablamb.ca** is seen by our industry's members, professionals and producers. Increase awareness of your company profile, offerings, or show off your industry leading excellence to the right people who could use a great company like yours.

**Things to know about ad placements:**

- All advertisements must be run during consecutive weeks
- Artwork must be submitted one week before the placement date as final file
- Static images only, no animated GIFs or Flash files
- Make sure to include a URL or email address that you want to link to the image
- Ads are placed in random order, unless you have paid for the top banner ad placement

Rates	
<b>1 week</b>	\$40.00
<b>4 weeks</b>	\$120.00 Buy in bulk and save - get 1 week for free!
<b>8 weeks</b>	\$240.00 Buy in bulk and save - get 2 weeks for free!

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## Advertising Terms and Conditions

To ensure that your ad is published easily and accurately please read and follow all of the terms and conditions outlined here. You may submit your ad by emailing the completed submission form to [info@ablamb.ca](mailto:info@ablamb.ca) or faxing the form to (403) 912-1455 attention: Ashley Scott. **Please follow up to ensure receipt of your submission.**

### Payment Terms:

Complete Payment is due with the advertisement. If payment is not received by the submission deadline the ad will not be run unless alternative payment arrangements have been agreed to in writing. Payments can be made by sending a cheque made out to the Alberta Lamb Producers or an email money transfer sent to: [info@ablamb.ca](mailto:info@ablamb.ca).

### Cancellations:

Cancellations prior to the closing or submission date on contracted accounts are subject to a one week payment. That is, if the client has signed a four week insertion and cancels after the second week, they will pay for the third.

### Special Positions:

Guaranteed and preferred positions are available on a first come first serve bases.

### Exclusivity:

We do not offer exclusivity for any ads but will attempt to separate ads from competing organizations in the publication.

### Advertiser's Liability:

The advertiser is responsible for the content of all advertisement placed in the publication, including text and illustrations. The advertiser shall indemnify and hold the Publisher harmless from all liabilities, claims, losses, damages, costs and expenses the Publisher may suffer or occur in connection with all claim suits or proceedings relating to, or arising from, claims of copyright or trademark infringement or defamation arising out of the content of the advertisements.

### Publisher's Limitation of Liability:

The advertiser understands and agrees that the Publisher shall not be liable to the advertiser for any direct or indirect loss or damages which may be incurred by the advertiser howsoever cause including but not limited to , any loss of profit or loss of goodwill or business reputation as a result of the failure of the Publisher to publish the advertisement or for any errors in the publication of any advertisement. Notwithstanding the foregoing, in the event the Publisher is liable to the advertiser in respect of any claim against the Publisher whether based in contract or tort (including negligence) or otherwise, the advertiser's damages shall be limited to the cost of the advertisement.



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## Advertising Submission Form

Please fill out this form and submit by fax to **Ashley Scott at (403) 912-1455 or email to [info@ablamb.ca](mailto:info@ablamb.ca)**.

Name: \_\_\_\_\_ Email: \_\_\_\_\_

Bus. Phone: (\_\_\_\_) \_\_\_\_\_ Alternative Phone: \_\_\_\_\_

Address: \_\_\_\_\_

City/Province: \_\_\_\_\_ Postal Code: \_\_\_\_\_

Business Name (if applicable): \_\_\_\_\_

Billing Name (if different than individual above): \_\_\_\_\_

Billing Address (if different that above): \_\_\_\_\_

City/Province: \_\_\_\_\_ Postal Code: \_\_\_\_\_

Please check the applicable size and insertion frequency desired.

N'ewesline		
<b>1 week</b>	Top Banner Ad \$100.00	<input type="checkbox"/>
	Regular Ad \$50.00	<input type="checkbox"/>
<b>4 weeks</b>	Top Banner Ad \$300.00	<input type="checkbox"/>
	Regular Ad \$150.00	<input type="checkbox"/>
<b>8 weeks</b>	Top Banner Ad \$600.00	<input type="checkbox"/>
	Regular Ad \$300.00	<input type="checkbox"/>

Marketline		
<b>1 week</b>	Top Banner Ad \$100.00	<input type="checkbox"/>
	Regular Ad \$50.00	<input type="checkbox"/>
<b>4 weeks</b>	Top Banner Ad \$300.00	<input type="checkbox"/>
	Regular Ad \$150.00	<input type="checkbox"/>
<b>8 weeks</b>	Top Banner Ad \$600.00	<input type="checkbox"/>
	Regular Ad \$300.00	<input type="checkbox"/>

Social Media		
<b>Facebook</b>	1 post \$25.00	<input type="checkbox"/>
	5 posts for \$100.00	<input type="checkbox"/>
<b>Twitter</b>	1 post \$25.00	<input type="checkbox"/>
	5 posts for \$100.00	<input type="checkbox"/>

Ablamb.ca		
<b>1 week</b>	\$40.00	<input type="checkbox"/>
<b>4 weeks</b>	\$120.00	<input type="checkbox"/>
<b>8 weeks</b>	\$240.00	<input type="checkbox"/>

### Payment:

Please mail cheque or money orders to:

Alberta Lamb Producers

97 East Lake Ramp NE

Airdrie, AB, T4A 0C3. Make cheques payable to Alberta Lamb Producers.

### E-Transfers:

Please contact [info@ablamb.ca](mailto:info@ablamb.ca)

### Total Payment:

Ad cost: \_\_\_\_\_

Inserts: \_\_\_\_\_

Sub Total: \_\_\_\_\_

GST (5%): \_\_\_\_\_

Total: \_\_\_\_\_

Thank you for your advertising order.

We look forward to being of service.

Please call the office to ensure receipt and

readability of your order. (403) 948-8533.

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