



# Advertise in 4-H Canada's Publications 2021-2022

## Why advertise with 4-H Canada?

For more than 100 years, 4-H Canada has been one of the most highly respected positive youth development organizations in Canada.

We help young Canadians “Learn To Do By Doing” in a safe, inclusive and fun environment. We believe in nurturing responsible, caring and contributing leaders who are committed to making a positive difference in communities across Canada and around the world.

We offer innovative, youth-centred programs that provide meaningful, positive experiences designed to build confidence, positive self-identity, self-esteem and a sense of achievement.

Advertising in our publications connects you directly with an engaged audience of youth, leaders and alumni who are passionate about making a difference in their communities.

To inquire about advertising or to book space, please contact Ryan Baan, Marketing Manager at [rbaan@4-h-canada.ca](mailto:rbaan@4-h-canada.ca), at 613-915-7971.

## Our publications

Our fully bilingual national magazines are published annually both in print and digital.

### The 4-H Advantage magazine

Our flagship publication for youth [The 4-H Advantage](#) celebrates the fun, friendly and inclusive environment that helps build tomorrow's leaders. The 4-H Advantage is published in October and is distributed to close to 20,000 households.



*Audience: youth ages 9 to 21 and adult leaders*

### The Pledge magazine

[The Pledge](#) is a direct channel to our growing network of 4-H alumni – leaders in their communities and industries – and reflects on the long-lasting, positive impacts of the 4-H program. The Pledge is published in April and close to 10,000 copies are distributed.



*Audience: alumni ages 18 and up*



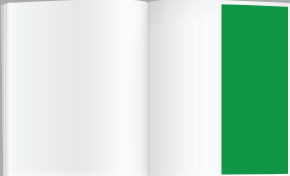

## 2021-2022 publishing deadlines

	The Pledge Spring 2021	The 4-H Advantage Fall 2021	The Pledge Spring 2022
Space booking closes	Mar. 5, 2021	Aug. 13, 2021	Feb. 4, 2022
Ad creative due	Mar. 19, 2021	Aug. 27, 2021	Feb. 18, 2022
Mail-out date	Apr. 5, 2021	Oct. 12, 2021	Apr. 4, 2022

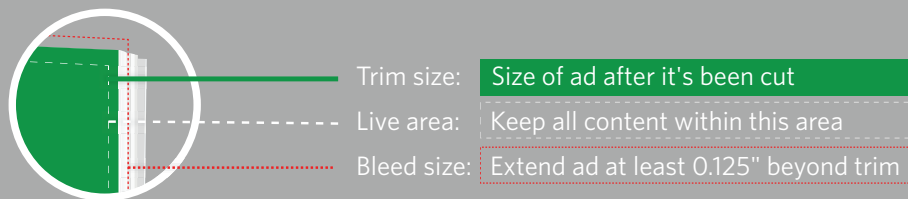


# Ad rates, sizes and specs

Book an ad in The Pledge and receive a 25% discount for your ad in The 4-H Advantage!  
4-H Canada Associate and Corporate Members receive 50% off regular advertising rates.

<p>Full page \$5,000 Inside cover \$6,000</p> 	<p>Half page horizontal \$3,000</p> 	<p>Half page vertical \$3,000</p> 	<p>Quarter page \$2,500</p> 
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\* Ad spaces shown above are framed with 0.25" border



## Ad sizes

Ad type	Non-bleed ad dimensions (0.25" border)	Full bleed ad dimensions (0.125" bleed on all sides)	
	Live area	Trim	Bleed
Full page	8.5" x 10.375"	9" x 10.875"	9.25" x 11.125"
Half page horizontal	8.5" x 4.9375"	9" x 5.4375"	9.25" x 5.6875"
Half page vertical	4" x 10.375"	4.5" x 10.875"	4.75" x 11.125"
Quarter page	4" x 4.9375"	4.5" x 5.4375"	4.75" x 5.6875"

## File specifications

**Ads must be submitted in both English and French.** The advertiser is responsible for the translation and design of their ads. Electronic files must arrive in press-ready (high-res X1A file) Acrobat PDF format (8.0 compatible). When saving a file in PDF format, ensure all fonts are embedded and limit photo resolution to 300 dpi. Colour ads must be CMYK, RGB images are not acceptable.

Please include and embed any hyperlinks to your website for use in the digital edition of the publication.

Files must be sent electronically via email, Dropbox, or WeTransfer to [communications@4-h-canada.ca](mailto:communications@4-h-canada.ca) by the ad creative deadline.

## Terms

Rates effective Feb 19, 2021.  
All prices in Canadian Dollars.

Advertisers will be contacted if any modifications are required. 4-H Canada will not be held responsible for any errors made when original deadlines are missed.

All copy is subject to the approval of 4-H Canada, who reserves the right to reject, discontinue, or omit any advertisement or cancel any advertising contract without penalty to either party.

No cancellations will be accepted after closing date. Cancellation of advertisements that have been set will be subject to a production charge.

### 4-H Canada

960 Carling Ave, Building 106  
Ottawa, Ontario K1A 0C6

1-844-759-1013  
[communications@4-h-canada.ca](mailto:communications@4-h-canada.ca)

[4-h-canada.ca](http://4-h-canada.ca)

