



## 2018 ACA & BC Breeder Directory Information Sheet

**What it is:** In 2018, we will be publishing a AB & BC Breeder Directory to be used as promotional material at livestock related events throughout both provinces. It is designed to bring more attention to the AB & BC Charolais breeders we have in the two provinces and will provide exceptional publicity. This will be the “Go To” publication for Charolais Breeder information. **But we need your help! DEADLINE August 1, 2018!!!!**

**When will it be ready:** Deadline for advertising and members listing will be August 1, 2018 so that we can have this proofed and available by October 1, 2018.

**How can I participate:** As a Charolais breeder, you will have several opportunities to participate in this Directory. Every member will be listed in the directory and marked on the map but with the privacy laws in Canada we need your consent and information to make it a valuable resource.

- **FRONT INSIDE & BACK INSIDE AND BACK COVER – we will be auctioned off at the The Alberta Charolais Summer Tour Saturday June 30<sup>th</sup>, 2018 at Coyote Flats Charolais after supper at 7:45 PM. Phone bids are more then welcome!** Keep a watch for more detail on this special opportunity on the ACA website and/or our Facebook page @ [www.albertacharolais.com](http://www.albertacharolais.com)

### OPTIONS A, B, C or D

- **OPTION A) BUSINESS CARD AD - \$100** for this value, you will get a business card ad placed at the back of the Breeder Directory to bring more exposure to your operation. Also available to other business and service providers.
- **OPTION B) FULL PAGE AD – \$300** for this value you will get a full page 5.75 X 8.5 ad printed in the directory. You can send your ad that is ready to be published or get **Livestock Media Plus** to custom design your own ad for a addition \$50.
- **OPTION C) HALF PAGE AD - \$150** similar to the ad above except ½ the size.
- **OPTION D) BREEDER MAP – FREE for all breeders**, all your contact information as well as directions to your farm will be listed and a dot placed on the Alberta & British Columbia map to make it easier for Purebred and Commercial breeders to locate you and your operation. **YOU MUST FILL OUT THE ATTACHED FORM TO BE INCLUDED!!!**

**HOW MANY:** We will print 1500 books. We feel these will last about 3 years so you will have your advertising out for that period of time. When we have run out, we can decide if enough has changed to do a new book or a re-print.

Please email the following information to [dcholak@shaw.ca](mailto:dcholak@shaw.ca) and tag it as **AB & BC Directory information** or mail to:

**Alberta Charolais Association**  
**C/O Debbie Cholak**  
**8604 – 137 Ave NW**  
**Edmonton, AB T5E 1X9**  
**780-267-8280**

If you have any questions please contact **Stephen Johnson @ 780-305-9196**

**Once you have sent in your information, you will be contacted by Livestock Media Plus who will work with you to prepare your ad or business card (if desired).**

**Are you interested???** If so we need to get all your contact information including:  
(Please print clearly)

**Farm Name:** \_\_\_\_\_

**First Names: (include all family members)** \_\_\_\_\_

**Last Name:** \_\_\_\_\_

**Mailing address:** \_\_\_\_\_

**Physical address: (Blue signs)** \_\_\_\_\_

**Telephone number:** \_\_\_\_\_

**Cell Number:** \_\_\_\_\_

**Email address:** \_\_\_\_\_

**Website:** \_\_\_\_\_

**Directions from a city or town near you:** \_\_\_\_\_

**Option:** A, B, C or D (Please fill in which option you are going with)

\_\_\_\_\_.

