

ovinquébec

LES ÉLEVEURS D'OVINS DU QUÉBEC



**GET INTO
THE QUEBEC SHEEP WORLD!**

media kit 2017



LEOQ's mandate

Founded in 1981, **Les Éleveurs d'ovins du Québec** (LEOQ) is a farmers' union whose main mission is to defend social, economical et personal interests of Quebec sheep producers. **Ovin Québec** is LEOQ's main media source to provide information to its members as well as industry specialist and other stakeholders.

OVIN QUÉBEC

LES ÉLEVEURS D'OVINS DU QUÉBEC

www.agneauduquebec.com

Serving sheep producers for more than 35 years :

- Protecting and defending the rights of members
- Income security
- Production development
- Marketing
- Product quality
- Promotion
- Lamb classification
- Sheep identification & traceability
- Environment

Partnership

In the field of Quebec sheep production development, LEOQ has two main partners : the **Société des éleveurs de moutons de race pure du Québec** (SEMRPQ) and the **Centre d'expertise en production ovine du Québec** (CEPOQ). In each issue of Ovin Québec, a specific space is dedicated to these organizations.



CEPOQ



SEMRPQ

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History

LEOQ's bulletin has been informing its members and other industry stakeholders about evolution and concerns of sheep production since 1992. The first color cover was issued in 2004.



Frequence

4 issues per year :
one per season

Print

1600 copies

Readership

- Quebec sheep producers
- Industry stakeholders such as veterinarians and researchers.

Themes

Marketing agency ■ Traceability ■ Income security ■ Feeding Events ■ Technology ■ Breeding ■ Environment ■ Health ■ Etc.



Information

Marion Dallaire Communication agent
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Les Éleveurs d'ovins du Québec
Fax : 450 674-4415 Email : mdallaire@upa.qc.ca

We are pleased to invite you to take part in Ovin Québec. Considering your links with sheep production, or your interests in that field, we are sending you the information that will allow you to present your organization in the next issue. Ovin Québec is issued four times a year, that is, once each season, to inform Quebec sheep producers as well as other concerned specialists.

Organization : _____
 Contact person : _____
 Address : _____ City : _____ Zip code : _____
 Telephone : _____ Fax : _____
 Email : _____

ADVERTISEMENT SIZE (PLEASE CHECK YOUR CHOICE)		PRICE (\$)			
		1 issue		4 issues *	
		Black & white	Color	Black & white	Color
ARRIÈRE	Full page		750 + tx <input type="checkbox"/>		(4x(600+tx)) 2400 + tx <input type="checkbox"/>
	1/2 page horizontal dimensions : 7 3/4" x 5"		550 + tx <input type="checkbox"/>		(4x(400 +tx)) 1600 + tx <input type="checkbox"/>
INTÉRIEUR	Full page dimensions : 8 1/2" x 11 "	450 + tx <input type="checkbox"/>	700 + tx <input type="checkbox"/>	(4x(360+tx)) 1440 + tx <input type="checkbox"/>	(4x(550+tx)) 2200 + tx <input type="checkbox"/>
	2/3 page vertical dimensions : 5" x 9 3/4"	380 + tx <input type="checkbox"/>		(4x(300+tx)) 1200 + tx <input type="checkbox"/>	
	1/2 page horizontal or vertical* dimensions : 7 3/4" x 5" <input type="checkbox"/> ou 3 3/4" x 10" (N&B) <input type="checkbox"/>	300+tx <input type="checkbox"/>	400 + tx <input type="checkbox"/>	(4x(220+tx)) 880 + tx <input type="checkbox"/>	(4x(300+tx)) 1200 + tx <input type="checkbox"/>
	1/3 page horizontal or vertical dimensions : 7 3/4" x 3" <input type="checkbox"/> ou 2 1/2" x 10" <input type="checkbox"/>	200 + tx <input type="checkbox"/>		(4x(160+tx)) 640 + tx <input type="checkbox"/>	
	1/4 page dimensions : 5" x 3 3/4"	170 + tx <input type="checkbox"/>		(4x(110+tx)) 440 + tx <input type="checkbox"/>	
	Business card (1/8 page) dimensions : 2 1/2" x 3 3/4"	100 + tx <input type="checkbox"/>		(4x(70+tx)) 280 + tx <input type="checkbox"/>	
	Small dimensions : 2" x 2 1/2"	55 + tx <input type="checkbox"/>		(4x(45+tx)) 180 + tx <input type="checkbox"/>	

Half-page is only offered to the horizontal size.

The contents of the advertising will be verified and approved by LEOQ before publication. LEOQ reserves the right of not published an ad.

To obtain *publication dates*, please contact:

Marion Dallaire | ☎ 450 679-0540 poste 8332 | 📠 450 674-4415 | ✉ mdallaire@upa.qc.ca

*IMPORTANT If you choose to sign in for 4 consecutive issues and wish to change the content every issue, please check this box, we will contact you :

PAYING

- Upon reception of the invoice, check must be sent within 30 days.
- Post-dated checks are accepted if you choose the 4-issue deal.

SIGNATURE _____ DATE _____

(Please sign and send to Marion Dallaire.)

Les Éleveurs d'ovins du Québec