

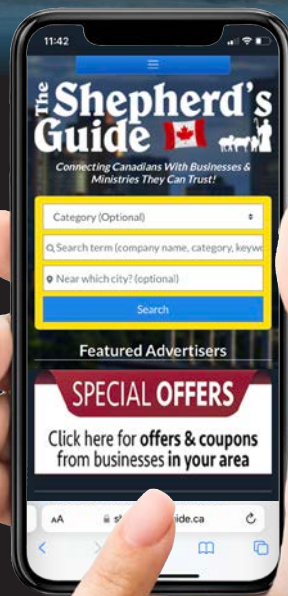
# Advertising Package

Celebrating **OVER 35 YEARS** in Canada



Support Your Local Christian Businesses By Letting The Shepherd Guide You!

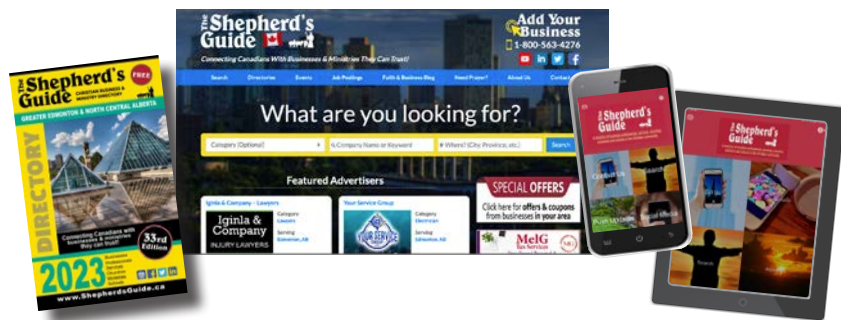
**go Local go Christian Challenge**





# The Shepherd's Guide

Christian Business & Ministry Directory



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## WE HAVE YOU COVERED

• Online • Print • Mobile • Prayer

### Does your target market stretch beyond your local area?

**The Shepherd's Guide** ranks 1st page on Google, AOL, Bing, and Yahoo for Christian Business Directories with a network of 18 directories across five provinces. Print copies are still in demand and are distributed through local churches, Christian bookstores, businesses, seniors homes, and at events & trade shows.

**The Shepherd's Guide** national advertising program offers a very cost effective way to reach families with your message.

## About The Shepherd's Guide:

### History

**The Shepherd's Guide** was introduced to Canada in 1988 in Central Alberta. Our network of independently owned directories has expanded to 18 areas of coverage across five provinces. Each directory is a part of the national advertising coalition which enables businesses and ministries to gain access to all 18 markets through their local publisher. To find out more, contact your local publisher (see pages 4 thru 10).

### Our Purpose

To strengthen, edify and unite the body of Christ by providing a tool for consumers to find Christian professionals in every area of business and/or ministry. We also offer a means by which Christian business people can connect with each other to establish strategic alliances for mutual encouragement and synergy.

Our desire is to break down the walls of division between Christians so that Jesus' prayer would become a reality — "May they be brought to complete unity to let the world know that you sent me." (John 17:23 NIV)

### Our Commitment

To help you reach the Christian community.

We will use our expertise and resources to help you reach this market through advertising in **The Shepherd's Guide**.

We are committed to customer service, Your Way! Our goal is to build a partnership that will bring you dividends for years to come.

# The Shepherd's Guide

Christian Business & Ministry Directory

## Your marketing matters.

As a business owner, you have a clear marketing strategy, and as a Christian business person you are looking for effective ways to gain exposure to your target market. **The Shepherd's Guide** gives you exactly that! We offer advertising targeted to the Christian community – consumers desiring your product or service, who share your faith and commitment to quality and excellence.

**The Shepherd's Guide** is certainly not limited to consumers within the Christian community; it is available to anyone looking for businesses who will treat them with respect and deal with integrity.



## WHY ADVERTISE WITH US?

- Proven success
- Online we rank 1st page on Google, AOL, Bing, and Yahoo for Christian Business Directories
- A wide print distribution across five provinces
- Reliable reputation
- Loyal customers

**The Shepherd's Guide:** aiding individuals in finding providers of quality products and services with integrity. Assisting businesses in finding long term customers. Helping churches & ministries to be blessed, understanding that successful businesses are generous and supportive of Kingdom work. **It's a win-win-win.**

## Praying for Your Business

The necessity and power of intercessory prayer has long been known to frontline Christian ministries, and your Business is no different.

We come alongside our advertisers and pray for God's favor and blessing to come upon them and their businesses.

## WE HAVE YOU COVERED!

## What advertisers and buyers are saying about The Shepherd's Guide:

### Ps. Richard Adjei

"I must commend the Shepherd's Guide. We advertised in it and received our church's copies about a month ago. So far I have received two calls from people who saw our church in the Shepherd's Guide. God bless you for the good work you are doing for His people."

### Bonnie Jean Bamford

"In the last year we have used your guide for services we needed. We have used the plumber a couple of times, contractor for basement repairs and someone to regrade our lot. Their services were outstanding; I felt they each did an excellent job and would not hesitate to hire them again. Thank you for putting this valuable resource in our hands."

### Steve

"I love how it is interspersed with encouraging passages from scripture and all the indexes are easy to ready."

### Tim Richer

"Just wanted to thank you and your team. I had my first freelance job come in as a result of my ad on your website!"

### Deitre Haraszkievicz

"I thought you might like to hear that, for me, the luncheon was a great success. I received 3 solid leads for future mortgage clients. Thank you for going the extra mile for your clients."

### Garage Customer

"The other day I was in a garage in Brantford and the customer was from Hamilton. I asked how he found this Christian owned garage and he told me through The Shepherd's Guide."  
— Christians go out of their way to do business with Christians.

### Darlene Suecroft

"I really appreciate your directory and am very pleased with a christian insurance company that I found listed."

### Lise Beaudoin

"My husband and I have used the Shepherd's Guide to help us find car dealers, dentists, Appliance repairs shops, etc... throughout the last 20 or so years. We greatly appreciate this resource. One of my Church friends has found a good lawyer in the Shepherd's Guide. God bless you for making such a wonderful resource."

### Local Pastor

"A local Pastor was contacted by two different families who needed a church to conduct a funeral in the loss of a loved one. They found his church in The Shepherd's Guide. This pastor was able to offer comfort and counsel to the grieving families and two individuals accepted Christ as Saviour. Amen!"  
— The Shepherd's Guide is bearing fruit

## YOUR ONLINE PRESENCE

Your online ad, combined with the print copies of **The Shepherd's Guide** provides you with advertising coverage that brings the best results.

**ShepherdsGuide.ca** has an online presence for over 15 years, ranks #1 on Google with a loyal online readership.

### Online services offered:

- Your profile info at a glance to help consumers make buying decisions
- A snapshot of your print ad
- Link to your business website
- Social Media Links
- Additional categories
- Printable consumer coupons
- Email links
- 24-7-365 accessibility
- Scripture graphic



## YOUR PRINT PRESENCE

Your print presence is your calling card, directing people to your profile page on our website and to your business location.

### Print is still in demand

**The Shepherd's Guide** is Canada's largest, and longest running Christian Business and Ministry Directory, with copies distributed throughout 18 broad coverage areas in Canada each year. When you join our family of Christian businesses, you will reach thousands of believers who prefer doing business with other Christians. With a loyal readership, who look to **The Shepherd's Guide** first to meet their needs, you will be reaching the community at large as they seek businesses they can trust.



**Do MORE than just place another ad somewhere...**

**...Make a Statement of Faith**

*I have received Jesus Christ as my personal Saviour, and my desire is to live my life for His Glory. I have been born again according to John 3:3 which states, "except a man be born again, he cannot see the Kingdom of God." I pledge to hold the highest Biblical code of ethics in my business transactions. It is my ambition to treat my clients with the utmost respect and integrity.*

Once signed, our signature "Shepherd and sheep" logo is displayed in the bottom right hand corner of the ad. Definitive and distinctive, this logo and statement is what clearly sets **The Shepherds Guide** apart from other directories, ensuring solid business opportunities for our thousands of business and ministry advertisers each year.

## YOUR MOBILE PRESENCE

Your ad can be found through **The Shepherd's Guide** free mobile app, and your device's browser.



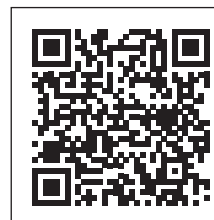
**The Shepherd's Guide** has a free app for mobile devices that operates on Android or Apple software (including iPhones, iPads, and iPods). These downloadable applications bring our content, including ads, directly to your customers who are on the go. Subscribers who don't have an app can still use a mobile device to search for **The Shepherd's Guide** in their browser.

### Our mobile app provides:

- Free for Android and Apple
- Searchable database of advertisers
- Easy to read and use
- Extra tools for every day use



Google Play



Apple App Store



# Our Directories

Meet Our Publishers

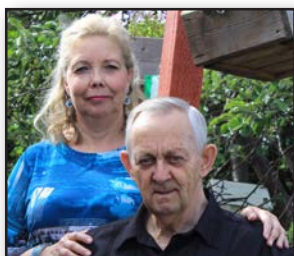
See Our Publications



# The Shepherd's Guide

Christian Business & Ministry Directory

## ALBERTA



### Terry & Dawn Magee

publishers of The Shepherd's Guide for 34 years

#### GREATER EDMONTON & NORTH CENTRAL ALBERTA

Distribution: 23,000 print edition & postcards  
 Date of Directory: June  
 Email: [info@shepherdsguide.ca](mailto:info@shepherdsguide.ca)  
 Phone: 780-463-4506 Cell: 780-953-9612  
 Toll Free: 800-563-4276 Fax: 866-224-5684

Connecting with over 37,500 families through our print edition and postcards directing consumers to our website delivered each year to Christian Churches, bookstores, business and individuals upon request.



### Tan & Dai Ngo

publishers of The Shepherd's Guide for 15 years

#### CENTRAL ALBERTA

Distribution: 8,000  
 Date of Directory: June  
 Email: [centralab@shepherdsguide.ca](mailto:centralab@shepherdsguide.ca)  
 Phone: 403-280-4403 Cell: 403-922-2209  
 Toll Free: 800-846-6246

#### CALGARY

Distribution: 10,000  
 Date of Directory: July  
 Email: [calgary@shepherdsguide.ca](mailto:calgary@shepherdsguide.ca)  
 Phone: 403-280-4403 Cell: 403-922-2209  
 Toll Free: 800-846-6246





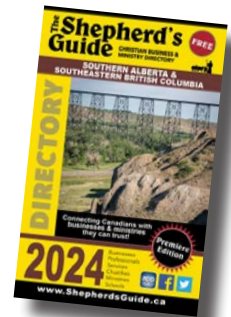
## ALBERTA & BRITISH COLUMBIA



Tasher Adaarewa

### SOUTHERN ALBERTA & SOUTHEASTERN BC

Distribution: 8,500  
Date of Directory: April  
Email: [southernalberta@shepherdsguide.ca](mailto:southernalberta@shepherdsguide.ca)  
Toll Free: 800-563-4276 Cell: 778-533-0493  
Fax: 866-224-5684

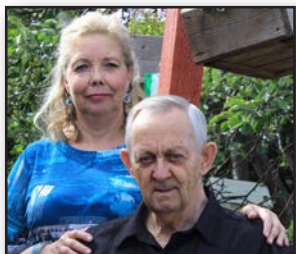




# The Shepherd's Guide

Christian Business & Ministry Directory

## BRITISH COLUMBIA



### Terry & Dawn Magee

publishers of The Shepherd's Guide for 34 years

#### METRO VANCOUVER & FRASER VALLEY

Distribution: 25,000 print edition & postcards  
Date of Directory: March  
Email: [info@shepherdsguide.ca](mailto:info@shepherdsguide.ca)  
Phone: 780-463-4506 Cell: 780-953-9612  
Toll Free: 800-563-4276 Fax: 866-224-5684

Connecting with over 27,000 families through our print edition and postcards directing consumers to our website delivered each year to Christian Churches, bookstores, business and individuals upon request.



#### SOUTHERN INTERIOR

Distribution: 7,500 print edition & postcards  
Date of Directory: November  
Email: [info@shepherdsguide.ca](mailto:info@shepherdsguide.ca)  
Phone: 780-463-4506 Cell: 780-953-9612  
Toll Free: 800-563-4276 Fax: 866-224-5684

Connecting with over 15,000 families through our print edition and postcards directing consumers to our website delivered each year to Christian Churches, bookstores, business and individuals upon request.



#### VANCOUVER ISLAND

Distribution: 13,000 print edition & postcards  
Date of Directory: December  
Email: [info@shepherdsguide.ca](mailto:info@shepherdsguide.ca)  
Phone: 780-463-4506 Cell: 780-953-9612  
Toll Free: 800-563-4276 Fax: 866-224-5684

Connecting with over 12,000 families through our print edition and postcards directing consumers to our website delivered each year to Christian Churches, bookstores, business and individuals upon request.

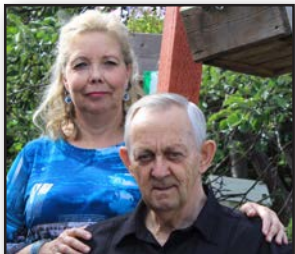




# The Shepherd's Guide

Christian Business  
& Ministry Directory

## MANITOBA



### Terry & Dawn Magee

publishers of The Shepherd's Guide for 34 years

#### MANITOBA

Distribution: 15,000 print editions & postcards  
Date of Directory: May  
Email: [info@shepherdsguide.ca](mailto:info@shepherdsguide.ca)  
Phone: 780-463-4506 Cell: 780-953-9612  
Toll Free: 800-563-4276 Fax: 866-224-5684

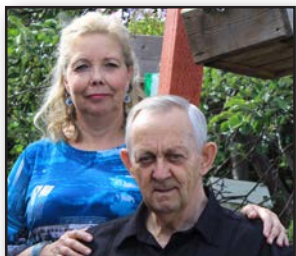
Connecting with over 18,000 families through our print edition  
and postcards directing consumers to our website delivered each year  
to Christian Churches, bookstores, business and individuals upon request.



# The Shepherd's Guide

Christian Business & Ministry Directory

## ONTARIO



### Terry & Dawn Magee

publishers of The Shepherd's Guide for 34 years



#### GREATER TORONTO AREA

Distribution: 45,000 print edition & postcards  
Date of Directory: October  
Email: [info@shepherdsguide.ca](mailto:info@shepherdsguide.ca)  
Phone: 780-463-4506 Cell: 780-953-9612  
Toll Free: 800-563-4276 Fax: 866-224-5684

Connecting with over 49,000 families through our print edition and postcards directing consumers to our website delivered each year to Christian Churches, bookstores, business and individuals upon request.



#### SARNIA-LAMBTON & CHATHAM-KENT

Distribution: 7,000 print edition & postcards  
Date of Directory: August  
Email: [info@shepherdsguide.ca](mailto:info@shepherdsguide.ca)  
Phone: 780-463-4506 Cell: 780-953-9612  
Toll Free: 800-563-4276 Fax: 866-224-5684

Connecting with over 11,000 families through our print edition and postcards directing consumers to our website delivered each year to Christian Churches, bookstores, business and individuals upon request.





# The Shepherd's Guide

Christian Business & Ministry Directory



## ONTARIO



### Dean & Shelley Alexander

publishers of The Shepherd's Guide for 26 years

#### THE GOLDEN TRIANGLE

Distribution: 10,000  
 Date of Directory: November  
 Email: [triangle@shepherdsguide.ca](mailto:triangle@shepherdsguide.ca)  
 Phone: 905-454-4333  
 Fax: 905-454-1894  
 Toll Free: 800-820-9420



#### HAMILTON, BURLINGTON, OAKVILLE & BRANTFORD

Distribution: 10,000  
 Date of Directory: June  
 Email: [hamilton@shepherdsguide.ca](mailto:hamilton@shepherdsguide.ca)  
 Phone: 905-454-4333  
 Fax: 905-454-1894  
 Toll Free: 800-820-9420



#### NIAGARA REGION IN CANADA

Distribution: 6,500  
 Date of Directory: September  
 Email: [triangle@shepherdsguide.ca](mailto:triangle@shepherdsguide.ca)  
 Phone: 905-454-4333  
 Fax: 905-454-1894  
 Toll Free: 800-820-9420



#### GREATER LONDON AREA

Distribution: 8,000  
 Date of Directory: March  
 Email: [london@shepherdsguide.ca](mailto:london@shepherdsguide.ca)  
 Phone: 905-454-4333  
 Fax: 905-454-1894  
 Toll Free: 800-820-9420



# The Shepherd's Guide

Christian Business & Ministry Directory

## ONTARIO



**James & Sandy King**  
publishers of The Shepherd's Guide for 8 years

### OTTAWA VALLEY & EASTERN ONTARIO

Distribution: 9,000  
Date of Directory: June  
Email: ottawa@shepherdsguide.ca  
Phone: 613-807-0800  
Cell: 613-807-0800

### SOUTHEASTERN ONTARIO

Distribution: 5,000  
Date of Directory: January  
Email: ottawa@shepherdsguide.ca  
Phone: 613-807-0800  
Cell: 613-807-0800



**Trevor & Linda Szusz**  
publishers of The Shepherd's Guide for 14 years

### WINDSOR & ESSEX COUNTY

Distribution: 15,000  
Date of Directory: June  
Email: windsor@shepherdsguide.ca  
Phone: 519-251-0544  
Cell: 519-562-4799





# The Shepherd's Guide

Christian Business & Ministry Directory

## SASKATCHEWAN



### Terry & Dawn Magee

publishers of The Shepherd's Guide for 34 years



#### SASKATOON & NORTHERN SASKATCHEWAN

Distribution: 14,000 print edition & postcards  
Date of Directory: March  
Email: [info@shepherdsguide.ca](mailto:info@shepherdsguide.ca)  
Phone: 780-463-4506 Cell: 780-953-9612  
Toll Free: 800-563-4276 Fax: 866-224-5684

Connecting with over 14,000 families through our print edition and postcards directing consumers to our website delivered each year to Christian Churches, bookstores, business and individuals upon request.



#### REGINA & SOUTHERN SASKATCHEWAN

Distribution: 11,000 print edition & postcards  
Date of Directory: March  
Email: [info@shepherdsguide.ca](mailto:info@shepherdsguide.ca)  
Phone: 780-463-4506 Cell: 780-953-9612  
Toll Free: 800-563-4276 Fax: 866-224-5684

Connecting with over 11,000 families through our print edition and postcards directing consumers to our website delivered each year to Christian Churches, bookstores, business and individuals upon request.



# Our Ad Rates





# Placing a National Ad gives you *more of a good thing!*



## 20 Directories Across Canada And Growing

**Ask about advertising in our established areas:**

### BRITISH COLUMBIA

- Southern Interior
- Vancouver Island
- Vancouver & Fraser Valley

### ALBERTA

- Central Alberta
- Greater Edmonton
- Greater Calgary
- Southern Alberta & Southeastern BC

### SASKATCHEWAN

- Regina & Southern Saskatchewan
- Saskatoon & Northern Saskatchewan

### MANITOBA

- Winnipeg

### ONTARIO

- Golden Triangle
- Greater London
- Greater Hamilton
- Niagara
- Southeastern Ontario
- Greater Toronto & Area
- Sarnia-Lambton & Chatham-Kent
- Windsor & Essex County
- Ottawa Valley & Eastern Ontario

## YOUR NATIONAL AD PACKAGE INCLUDES:

- ✓ **Business profile on our website** – which drives potential customers to your business by engaging with Features and Benefits of your company
- ✓ **Your profile includes:**
  - Products and services you offer
  - Numerous Links to your website – helping build your website traffic
  - Google map placement of your location
  - Hours of operations
  - Languages you speak
  - Payment methods for your business
  - Awards and recognition you have received
- Testimonials from your customers
- Your bio – so new customers know about you
- Receive emails directly via “Send a message” link
- Scripture verse graphic displayed
- ✓ **We still receive high demand for print editions** – It is like having your business card in front of families in Christian Churches, Christian Bookstores, and Christian Businesses
- ✓ **Graphic ad in the print edition**
- ✓ **Ad designed by our graphic artist**

**Online we rank 1st page on Google for Christian Business Directories**  
We have a wide print distribution across five provinces

	Refer to Your Local Area Price	EACH ADDITIONAL DIRECTORY	
		BLACK	COLOUR
[1/8] EIGHTH PAGE	LOCAL AREA PRICE	\$395	\$495
[1/4] QUARTER PAGE	LOCAL AREA PRICE	\$575	\$725
[1/2] HALF PAGE	LOCAL AREA PRICE	\$775	\$975
FULL PAGE	LOCAL AREA PRICE	\$1095	\$1345

**The Shepherd's Guide**  
CHRISTIAN BUSINESS & MINISTRY DIRECTORY

Please contact us at:

**1-800-563-4276**

Fax: 1-866-266-2628

[national@shepherdsguide.ca](mailto:national@shepherdsguide.ca)

**ShepherdsGuide.ca**

# Our Ad Guidelines





# The Shepherd's Guide

Christian Business & Ministry Directory

## ADVERTISING GUIDELINES

### THE SHEPHERD'S GUIDE SHEEP & SHEPHERD LOGO

We require space in the bottom right-hand corner of your ad to attach our logo if you have signed the statement of faith.

The dimensions required are: 0.3865 in by 0.25 in



Ad and TSG logo images shown here at 33% size

#### INSIDE OR BACK COVER FULL PAGE

Finished Cover: 5.25 in by 8.375 in  
Text safety area: 4.75 in by 7.875 in  
Size with bleed: 5.75 in by 8.875 in  
Web ad size: 500 px by 797 px  
Resolution: 150DPI

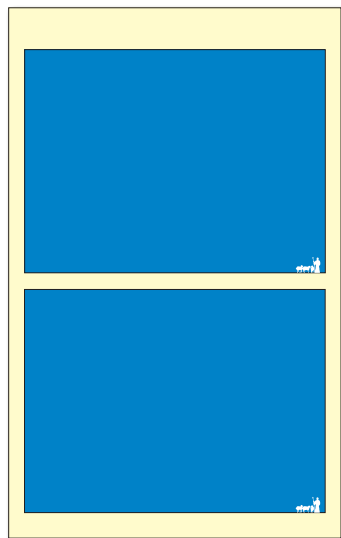
#### INSIDE COVER HALF PAGE

Finished Size: 5.25 in by 4.19 in  
Text safety area: 4.75 in by 3.69 in  
Size with bleed: 5.75 in by 4.69 in  
Web ad size: 500 px by 400 px  
Resolution: 150DPI

#### FULL PAGE AD

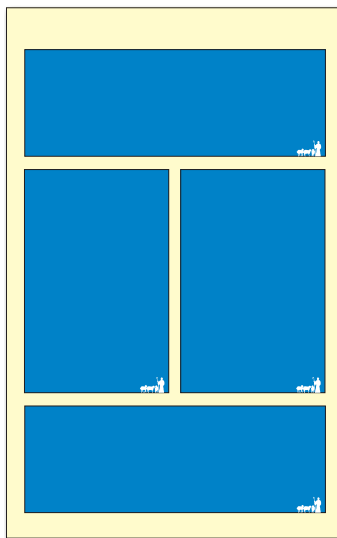
Finished Size: 4.75 in by 7.3125 in  
No Bleed

Web ad size: 480 px by 739 px  
Resolution: 150DPI



#### HALF PAGE AD

Finished Size: 4.75 in by 3.5625 in  
No Bleed  
Web ad size: 480 px by 360 px  
Resolution: 150DPI

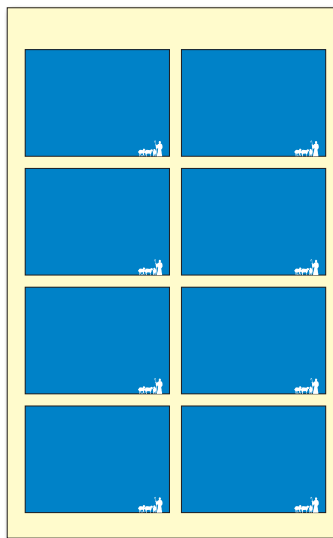


#### QUARTER PAGE AD - HORIZONTAL

Finished Size: 4.75 in by 1.69 in  
No Bleed  
Web ad size: 480 px by 170 px  
Resolution: 150DPI

#### QUARTER PAGE AD - VERTICAL

Finished Size: 2.281 in by 3.563 in  
No Bleed  
Web ad size: 240 px by 375 px  
Resolution: 150DPI



#### EIGHTH PAGE AD

Finished Size: 2.281 in by 1.69 in  
No Bleed  
Web ad size: 240 px by 178 px  
Resolution: 150DPI

### FILE FORMATS

This document is designed to provide technical information for production personnel for ad submissions to The Shepherd's Guide.

### PRINT ADS

All completed ads are to be submitted in PDF format.

Make sure your colour space for all of your ad elements is CMYK for your colour ad. For a black ad, all ad elements need to be in grayscale. It is best to do this in the design stage, prior to making your PDF.

### LOGOS

The best logo format is vector: .EPS or .AI with all type converted to curves. If vector is not available, logo needs to be supplied in the highest resolution possible.

### PHOTOS

Please supply the highest resolution photos you want in your ad to avoid pixelation.

### TEXT

The best text format is .RTF or .DOC. Text can be in Word, WordPerfect, or straight text (including in the e-mail message).

### WEB ADS

Please use the web ad size corresponding to your ad size shown to the left. It is important that your resolution is set at 150 DPI and the sizes correspond in pixels.

### FEATURE LOGO

This image appears when specific services are searched for on the website. We require this in PNG format at

**197 px by 129 px**  
**150 DPI resolution**

### BANNER ADS

Banner ads appearing on the front page of our site are required in PNG format at

**325 px by 144 px**  
**150 DPI resolution**

### COUPONS

Ad packages containing coupons are to be submitted in PNG format using the half page web ad size outlined to the left.