

Advertising Package 2024

Celebrating **OVER 36 YEARS** in Canada



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

go go
Local Christian



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 19 directories across five provinces. Print copies are still in demand and are distributed through local churches, Christian bookstores, businesses, seniors homes, as well as direct mailed to hundreds of individuals

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 19 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 19 markets through their local publisher.

To find out more, contact your local publisher (see pages 4 thru 10).

Our Purpose

The Shepherd's Guide strives to strengthen, edify, and unite the Body of Christ and minister to all people by providing these resources:

- Trustworthy Businesses & Services
- Special Offers & Coupons
- Events
- Job Postings
- Christian Churches, Schools, Camps & Ministries
- Request Prayer
- Informative Faith & Business Blogs

“May they be brought to complete unity to let the world know that you sent me.”
(John 17:23 NIV)

Our Commitment to You

To help you reach the Christian community with your products and services.

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 a favourite of target markets. **The Shepherd's Guide** provides you with a unique opportunity for reaching a niche market. We offer advertising targeted to the Christian community – consumers desiring your product or service, who share your faith and commitment to quality and excellence.

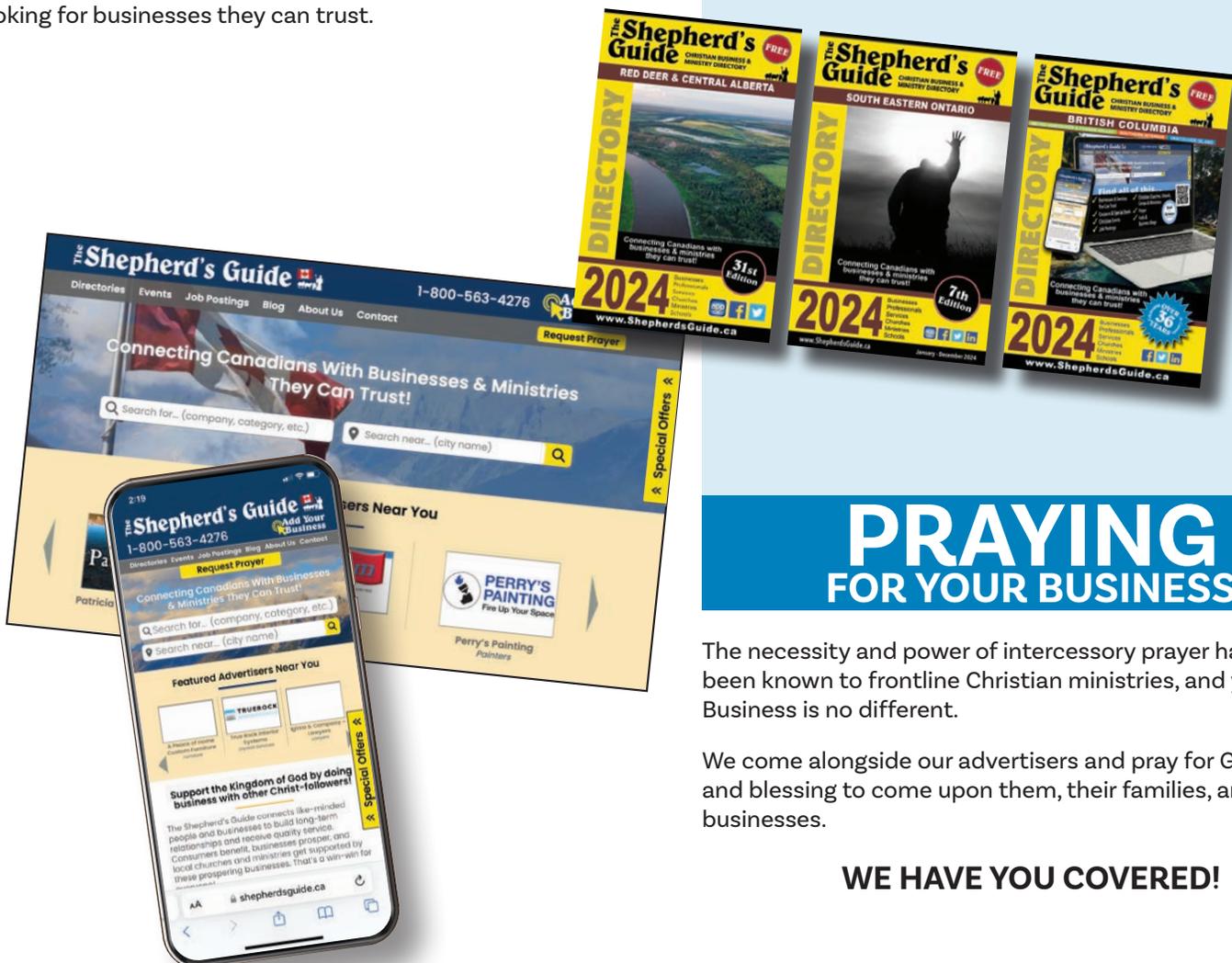
The Shepherd's Guide is certainly not limited to consumers within the Christian community; it is available to anyone looking for businesses they can trust.

WHY ADVERTISE WITH US?

The Canadian **Shepherd's Guide** has been blessed with over 35 years of publishing and providing a valuable resource to businesses, churches, ministries, schools and individuals.

As a Christian business owner, one strives to conduct their business with honesty, integrity and a spirit of excellence. The Canadian **Shepherd's Guide** is more than just another marketing tool. It offers Christians a unique way to advertise, as well as, an opportunity to express their faith in Jesus Christ to those around them. It is a valuable resource to connect the Christian business community and to support one another.

Regardless of one's faith, when searching The Canadian Shepherd's Guide for a product or service, one can expect to be treated with respect and to receive quality service.



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 favour and blessing to come upon them, their families, 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 Haraszkiwicz

"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

The Shepherd's Guide

Christian Business & Ministry Directory



YOUR ONLINE PRESENCE

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

ShepherdsGuide.ca has a mobile-friendly online presence for over 20 years, and it ranks #1 on Google, Bing, Yahoo and AOL with a loyal online readership.

Online services offered:

- Your business profile information at a glance to help consumers make sound buying decisions
- A snapshot of your print ad image
- Links to your business website bringing traffic to your website
- Social Media Links
- Additional categories
- Printable consumer coupons
- Email links
- Bible verse of your choice

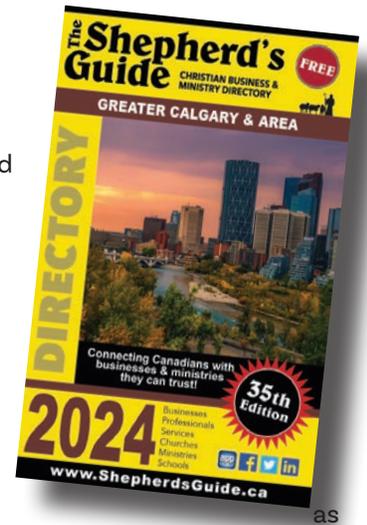


YOUR PRINT PRESENCE

Your print presence is like having your business card in every Christian church.

Print is still in demand – We receive weekly phone calls for copies of our print editions.

The Shepherd's Guide is Canada's largest, and longest running Christian Business and Ministry Directory, with copies distributed throughout 19 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 that 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 savior and believe Him to be the Son of God who has atoned for my sins. Because I believe all aspects of my life to be lived to honor God, I promise to uphold the highest Biblical standards in my transactions and treat my clients with respect and integrity.

Once our advertisers have agreed to the statement of faith, 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.

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 36 years

GREATER EDMONTON & NORTH CENTRAL ALBERTA

Distribution: 700 Christian churches & bookstores +
over 1250 businesses & individuals

Date of Directory: June

Email: info@shepherdsguide.ca

Phone: 780-463-4506 Cell: 780-953-9612

Toll Free: 800-563-4276 Fax: 866-224-5684



Tan & Dai Ngo
publishers of The Shepherd's Guide for 17 years

CENTRAL ALBERTA

Distribution: 8,000

Date of Directory: June

Email: centralab@shepherdsguide.ca

Phone: 403-280-4403 Cell: 403-922-2209

Toll Free: 800-846-6246



CALGARY

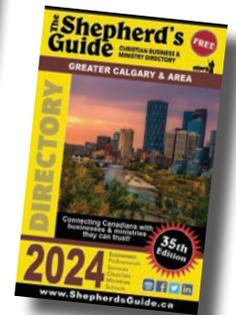
Distribution: 10,000

Date of Directory: July

Email: calgary@shepherdsguide.ca

Phone: 403-280-4403 Cell: 403-922-2209

Toll Free: 800-846-6246





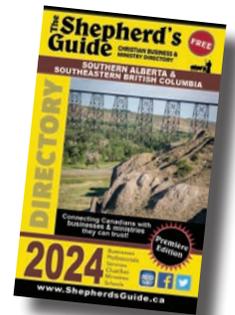
ALBERTA & BRITISH COLUMBIA



Terry & Dawn Magee
publishers of The Shepherd's Guide for 36 years

SOUTHERN ALBERTA & SOUTHEASTERN BC

Distribution: 8,500
Date of Directory: April
Email: 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 36 years

METRO VANCOUVER & FRASER VALLEY

Distribution: 568 Christian churches & bookstores +
over 700 businesses & individuals

Date of Directory: March

Email: info@shepherdsguide.ca

Phone: 780-463-4506 Cell: 780-953-9612

Toll Free: 800-563-4276 Fax: 866-224-5684



SOUTHERN INTERIOR

Distribution: 239 Christian churches & bookstores +
over 300 businesses & individuals

Date of Directory: March

Email: info@shepherdsguide.ca

Phone: 780-463-4506 Cell: 780-953-9612

Toll Free: 800-563-4276 Fax: 866-224-5684



VANCOUVER ISLAND

Distribution: 303 Christian churches & bookstores +
over 500 businesses & individuals

Date of Directory: March

Email: info@shepherdsguide.ca

Phone: 780-463-4506 Cell: 780-953-9612

Toll Free: 800-563-4276 Fax: 866-224-5684



The Shepherd's Guide

Christian Business & Ministry Directory

MANITOBA



Terry & Dawn Magee
publishers of The Shepherd's Guide for 36 years

MANITOBA

Distribution: 462 Christian churches & bookstores +
over 500 businesses & individuals

Date of Directory: June

Email: info@shepherdsguide.ca

Phone: 780-463-4506 Cell: 780-953-9612

Toll Free: 800-563-4276 Fax: 866-224-5684



The Shepherd's Guide

Christian Business & Ministry Directory



ONTARIO



Terry & Dawn Magee
publishers of The Shepherd's Guide for 36 years

GREATER TORONTO AREA

Distribution: 1308 Christian churches & bookstores +
over 1200 businesses & individuals

Date of Directory: November

Email: info@shepherdsguide.ca

Phone: 780-463-4506 Cell: 780-953-9612

Toll Free: 800-563-4276 Fax: 866-224-5684



SARNIA-LAMBTON & CHATHAM-KENT

Distribution: 173 Christian churches & bookstores +
over 275 businesses & individuals

Date of Directory: September

Email: info@shepherdsguide.ca

Phone: 780-463-4506 Cell: 780-953-9612

Toll Free: 800-563-4276 Fax: 866-224-5684



The Shepherd's Guide

Christian Business & Ministry Directory



ONTARIO



Dean & Shelley Alexander

publishers of The Shepherd's Guide for 28 years

THE GOLDEN TRIANGLE

Distribution: 10,000
Date of Directory: November
Email: 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
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
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
Phone: 905-454-4333
Fax: 905-454-1894
Toll Free: 800-820-9420



The Shepherd's Guide

Christian Business & Ministry Directory



ONTARIO



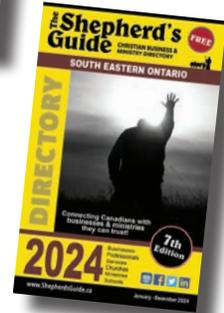
James & Sandy King
publishers of The Shepherd's Guide for 10 years

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 16 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 36 years

SASKATOON & NORTHERN SASKATCHEWAN

Distribution: 142 Christian churches & bookstores +
over 700 businesses & individuals

Date of Directory: April

Email: info@shepherdsguide.ca

Phone: 780-463-4506 Cell: 780-953-9612

Toll Free: 800-563-4276 Fax: 866-224-5684



REGINA & SOUTHERN SASKATCHEWAN

Distribution: 101 Christian churches & bookstores +
over 300 businesses & individuals

Date of Directory: April

Email: info@shepherdsguide.ca

Phone: 780-463-4506 Cell: 780-953-9612

Toll Free: 800-563-4276 Fax: 866-224-5684



Our National Advertising Program



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

Discover 6 reasons why we are the Canada's largest Christian business and ministry directory!



36+ Years

Reliable reputation with over 36 years of publishing The Shepherd's Guide



Strong Distribution

Each year, 200,000 copies of The Canadian Shepherd's Guide are printed, making it the largest Christian directory in Canada.



Online Since 2003

Our online presence receives (on average) 4,000 unique visitors per month.



Customized Ads

Graphic designer and marketing specialist on staff to design your custom ad.



Affordable Prices

Several advertising options to fit within your budget.



Loyal Customers

Loyal advertisers and customers, some of whom have been with us since the beginning.

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



NATIONAL AD PRICING

19 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

FEATURES CREATING VISIBILITY FOR YOUR SERVICES

FEATURES CREATING VISIBILITY FOR YOUR SERVICES		NATIONAL	
Business profile on our mobile website (1st page on all platforms)		✓	
Link to your website (increasing traffic to your website)		✓	
Google map placement of your location		✓	
Receive emails directly via "Send a message" link		✓	
Scripture verse of your choice on your online profile		✓	
Free graphic ad designed		✓	
Graphic ad in the print edition and on our website		✓	

PRINT AD SIZE	REFER TO YOUR LOCAL AREA PRICE	PER 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



Online we rank 1st page on Google, Yahoo, Bing and AOL for Christian Business Directories
We have a wide print distribution across five provinces

Over 80% of people trust print advertising more when making a purchasing decision

CMA Solutions blog

The Shepherd's Guide
CHRISTIAN BUSINESS & MINISTRY DIRECTORY

Please contact us at:
1-800-563-4276
Fax: 1-866-266-2628
national@shepherdsguide.ca

ShepherdsGuide.ca

Our Ad Guidelines

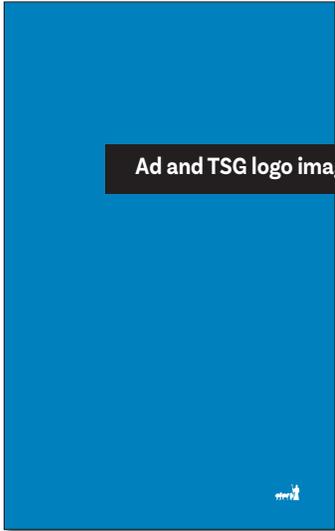


ADVERTISING GUIDELINES

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.

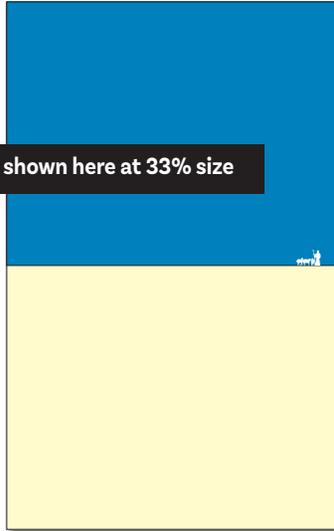
The dimensions required are: 0.3865 in by 0.25 in



Ad and TSG logo images shown here at 33% size

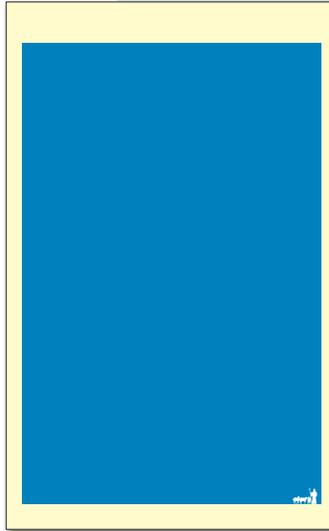
INSIDE OR BACK COVER FULL PAGE

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



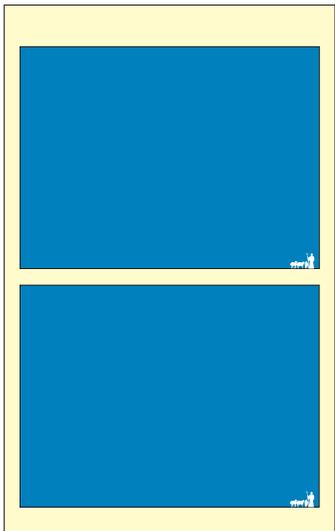
INSIDE COVER HALF PAGE

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



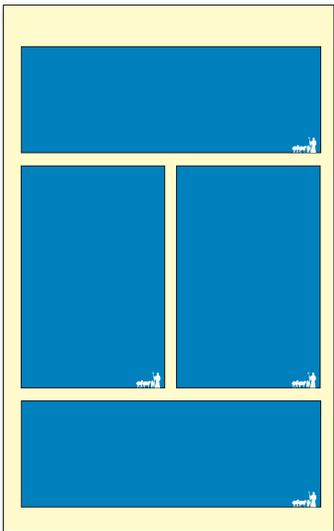
FULL PAGE AD

Finished Size: 4.75 in by 7.3125 in
No Bleed



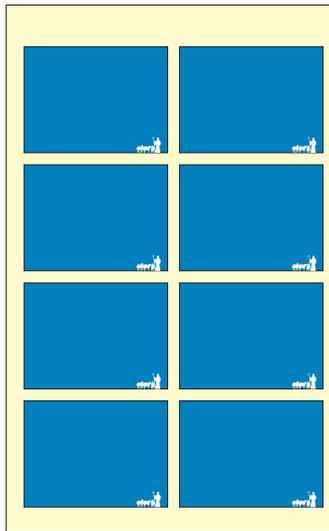
HALF PAGE AD

Finished Size: 4.75 in by 3.5625 in
No Bleed



QUARTER PAGE AD - HORIZONTAL

Finished Size: 4.75 in by 1.69 in
No Bleed



EIGHTH PAGE AD

Finished Size: 2.281 in by 1.69 in
No Bleed

QUARTER PAGE AD - VERTICAL

Finished Size: 2.281 in by 3.563 in
No Bleed

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

These are saved as .webp files from the final print ad. It is not necessary to provide this as a separate file.

FEATURE LOGO

This image appears when specific services are searched for on the website. We will create this from your logo file floating in a box sized **480 px wide by 314 px tall**

BANNER ADS

Banner ads appearing on the front page of our site are required in PNG format at **480 px wide by 213 px tall**

COUPONS

Ad packages containing coupons are to be submitted in PNG format using the half page print ad size, and saved at **1000 px wide**