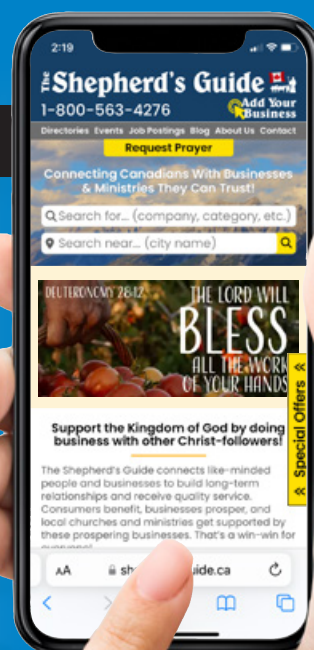


# Advertising Package 2026



# The Shepherd's Guide

Christian Business & Ministry Directory



|                                    |       |
|------------------------------------|-------|
| About Us .....                     | 1     |
| Why Advertise.....                 | 2     |
| Testimonials .....                 | 3     |
| Print Presence.....                | 4     |
| Online Presence .....              | 4     |
| Our Directories.....               | 5     |
| Alberta.....                       | 6-7   |
| British Columbia .....             | 7-8   |
| Manitoba .....                     | 9     |
| Ontario .....                      | 10-12 |
| Saskatchewan .....                 | 13    |
| National Advertising Program ..... | 14    |
| Ad Guidelines .....                | 17    |

## 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 23 directories across six provinces.

The print editions are still in demand and are distributed through local churches, Christian bookstores, businesses, 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 23 areas of coverage across six provinces. Each directory is a part of the national advertising coalition which enables businesses and ministries to gain access to all 23 markets through their local publisher.

To find out more, contact your local publisher (see pages 7 thru 14).

### 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
- Classifieds: Job Postings, Property for rent or sale
- Christian Churches, Schools, Camps & Ministries
- Prayer Requests
- 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 new target markets. **The Shepherd's Guide** connects like-minded people and businesses to build long-term relationships and receive quality service. Consumers benefit, businesses prosper, and local churches and ministries get supported by these prospering businesses. That's a win-win for everyone!

## WHY ADVERTISE WITH US?

The **Shepherd's Guide** has been blessed with over 38 years of publishing and providing a valuable resource to businesses, camps, churches, ministries, schools and individuals.

As a Christian business owner, one strives to conduct your business with honesty, integrity and a spirit of excellence. **The 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 Shepherd's Guide** for a product or service, one can expect to be treated with respect and to receive quality products and services.



## 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 business profile will be designed to attract new clients by providing our readers with the information necessary to make a good buying decision.

**ShepherdsGuide.ca** has a mobile-friendly online presence, and it ranks first for Christian businesses, Ministry Directories on Google, Bing, Yahoo and AOL with a loyal online readership.

### Online services offered:

- Your business profile information easily found through searching by either key word category and by geo location ( using google maps)
- A snapshot of your print ad image
- Back links to your own website, increasing traffic to your site
- Social Media Links
- Categories to cover all of your products and services
- Printable consumer coupons
- Email links without divulging your email address to prevent being used for spam
- A Bible verse of your choice



it



## YOUR PRINT PRESENCE

Like having your business card placed in Christian churches & Christian bookstores, plus businesses and individuals.

Print editions are 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 advertisers, 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 seeks businesses they can trust.



as

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 Shepherd's 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



### Tan & Dai Ngo

publishers of The Shepherd's Guide for 19 years

#### CENTRAL ALBERTA

Distribution: 6,000  
 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

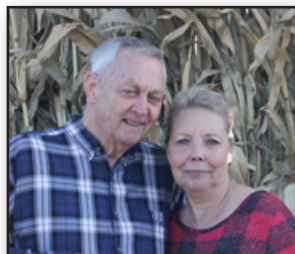


#### CALGARY

Distribution: 9,000  
 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 & SOUTHEASTERN BC



**Terry & Dawn Magee**

publishers of The Shepherd's Guide for 37 years

### GREATER EDMONTON & NORTH CENTRAL ALBERTA

Distribution: over 800 Christian churches & bookstores +  
over 1250 businesses & individuals

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



### SOUTHERN ALBERTA & SOUTHEASTERN BC

Distribution: We distribute promotional materials for our  
online services to over 250 locations, including  
Christian churches, bookstores, ministries, camps  
schools, businesses and individuals

Email: [info@shepherdsguide.ca](mailto:info@shepherdsguide.ca)

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

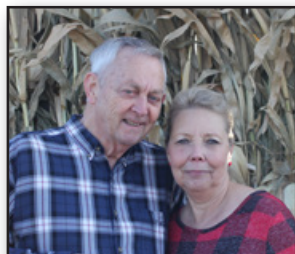
Toll Free: 800-563-4276 Fax: 866-224-5684



# The Shepherd's Guide

Christian Business & Ministry Directory

## BRITISH COLUMBIA



**Terry & Dawn Magee**  
publishers of The Shepherd's Guide for 37 years



### METRO VANCOUVER & FRASER VALLEY

Distribution: over 560 Christian churches & bookstores +  
over 850 businesses & individuals

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



### SOUTHERN INTERIOR

Distribution: over 220 Christian churches & bookstores +  
over 300 businesses & individuals

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



### VANCOUVER ISLAND

Distribution: over 300 Christian churches & bookstores +  
over 500 businesses & individuals

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



## MANITOBA & NORTHWESTERN ONTARIO



**J. Mark Robinson**  
publisher of The Shepherd's Guide

### MANITOBA & NORTHWESTERN ONTARIO

Distribution: over 560 Christian churches & bookstores +  
over 500 businesses & individuals

Date of Directory: TBD

Email: [mbnwo@shepherdsguide.ca](mailto:mbnwo@shepherdsguide.ca)

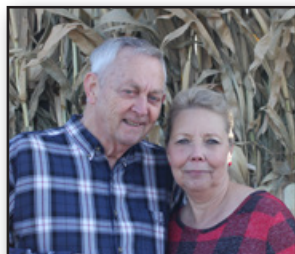
Phone: 431-247-1195



# The Shepherd's Guide

Christian Business & Ministry Directory

## ONTARIO



### Terry & Dawn Magee

publishers of The Shepherd's Guide for 37 years

#### GREATER TORONTO AREA

Distribution: over 1280 Christian churches & bookstores +  
over 1200 businesses & individuals

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

#### SARNIA-LAMBTON & CHATHAM-KENT

Distribution: over 180 Christian churches & bookstores +  
over 275 businesses & individuals

Date of Directory: September

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

#### BARRIE, ORILLIA & AREA

Distribution: We distribute promotional materials for our  
online services to over 300 locations, including  
Christian churches, bookstores, ministries, camps  
schools, businesses and individuals

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

#### PETERBOROUGH, OSHAWA & AREA

Distribution: We distribute promotional materials for our  
online services to over 280 locations, including  
Christian churches, bookstores, ministries, camps  
schools, businesses and individuals

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



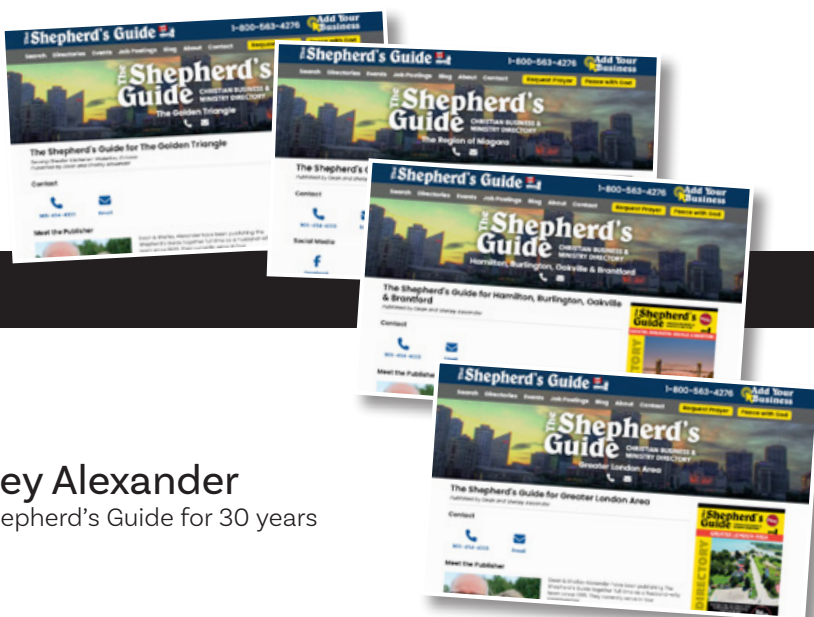
# The Shepherd's Guide

Christian Business & Ministry Directory

## ONTARIO



**Dean & Shelley Alexander**  
publishers of The Shepherd's Guide for 30 years



### THE GOLDEN TRIANGLE

Distribution: 8,000  
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: 9,000  
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: 5,000  
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 12 years

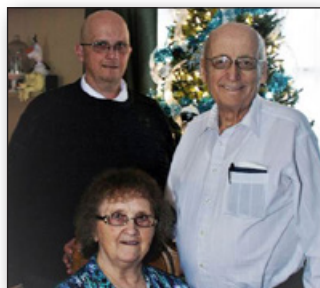


#### OTTAWA VALLEY & EASTERN ONTARIO

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

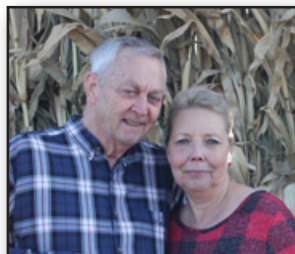
publishers of The Shepherd's Guide for 18 years

#### WINDSOR & ESSEX COUNTY

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



## SASKATCHEWAN



**Terry & Dawn Magee**

publishers of The Shepherd's Guide for 37 years

### SASKATOON & NORTHERN SASKATCHEWAN

Distribution: over 220 Christian churches & bookstores +  
over 700 businesses & individuals

Date of Directory: April

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

### REGINA & SOUTHERN SASKATCHEWAN

Distribution: We distribute promotional materials for our  
online services to over 350 locations, including  
Christian churches, bookstores, ministries, camps  
schools, businesses and individuals

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



# Our National Advertising Program



## NATIONAL ADVERTISING *gives you more of a good thing*

**The Shepherd's Guide** national advertising program offers a very cost effective way to reach potential customers in any of our 22 directories.

### 6 reasons why we're Canada's largest Christian business and ministry directory:



#### 38+ Years

With over 38 years of experience publishing **The Shepherd's Guide** in Canada, our reputation is solid



#### Strong Distribution

We print more than 175,000 directories annually, which makes us the largest Christian directory in Canada.



#### Online Since 1998

Our online presence averages over 15,000 active users per month.



#### Customized Ads

Our on-staff graphic designer and marketing specialist will work with you to design a custom ad.



#### Affordable Prices

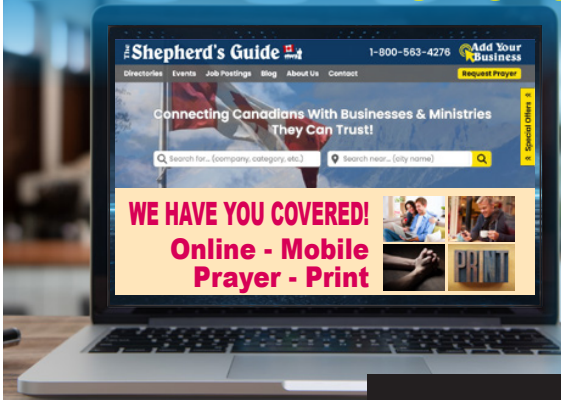
We have advertising options to fit many different budgets.



#### Loyal Customers

Loyal customers advertise year after year. Some have been with us since the beginning!

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



## 23 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

- Manitoba & Northwestern Ontario

### ONTARIO

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

## FEATURES CREATING VISIBILITY FOR YOUR SERVICES

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

## NATIONAL

| PRINT AD SIZE      | REFER TO YOUR<br>LOCAL AREA PRICE | PER ADDITIONAL<br>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 |

**PAYMENT  
PLANS TO MEET  
EVERY BUDGET!**  
Ask for details

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.

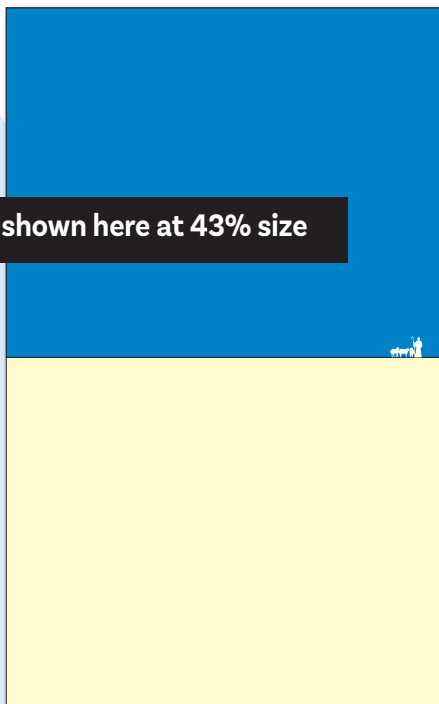
The dimensions required are: 0.3865 in by 0.25 in



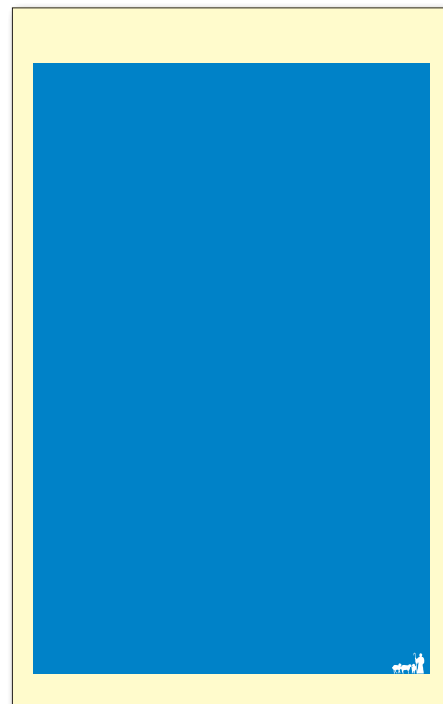
Ad and TSG logo images shown here at 43% size



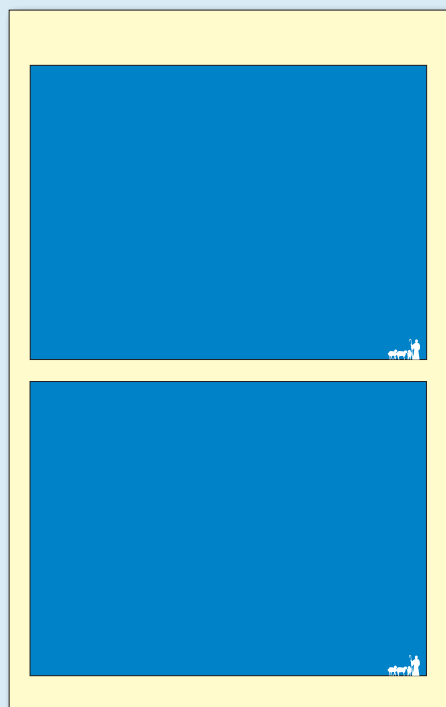
INSIDE OR BACK COVER  
FULL PAGE



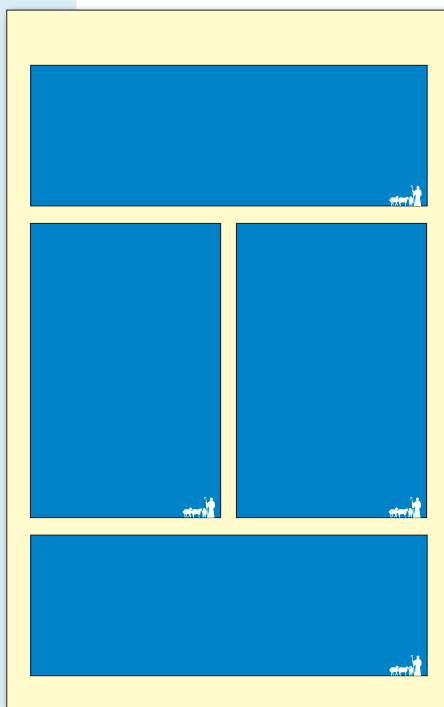
INSIDE COVER  
HALF PAGE



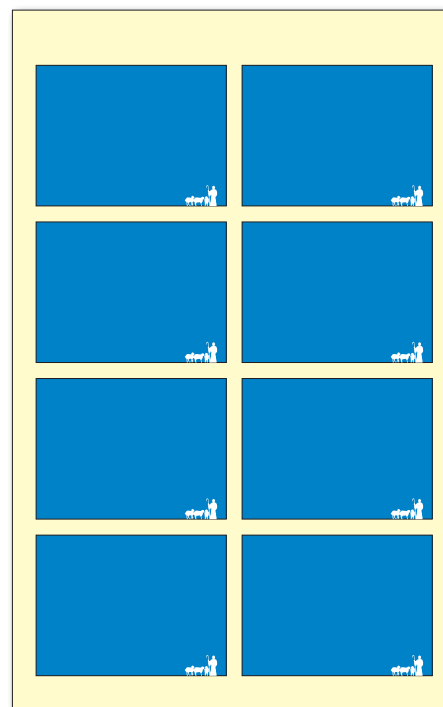
FULL PAGE AD



HALF PAGE AD



QUARTER PAGE AD - HORIZONTAL



EIGHTH PAGE AD



## Dimensions for all ad sizes

### REGULAR ADS

Regular ads do not require a bleed

#### FULL PAGE

Finished Size: 4.75 in by 7.3125 in

#### HALF PAGE

Finished Size: 4.75 in by 3.5625 in

#### HALF PAGE (horizontal)

Finished Size: 4.75 in by 1.69 in

#### HALF PAGE (vertical)

Finished Size: 2.28 in by 3.563 in

#### EIGHTH PAGE

Finished Size: 2.28 in by 1.69 in

### COVER ADS

Cover ads are best with a bleed

#### 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

#### HALF PAGE (inside cover)

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

### 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. Your ad, and the elements within the ad should be at no less than 300DPI.

**FONTS:** all fonts must be 6 pts or larger. We recommend 8 pts or larger for contact info for readability. Text smaller than 6 pts in print is unreadable for many people.

### ChatGPT/AI generated ad designs are NOT acceptable for the following reasons:

1. They are not high enough resolution for print and they will print fuzzy and will be tagged by the print company.
2. The font sizes rarely meet the minimum required size of 6pt for print and will be tagged by the print company.
3. There is often too much text for the ad making it too busy.
4. The contact information is always the smallest font on the page, and it should be prominent.
5. They are most often not editable.

### Canva designs ARE acceptable

1. You can «Share» the file by downloading it as a «PDF print» file with «flattened» checked and in CMYK if your account allows it. OR
2. You can «Share» the design by clicking on the + symbol under «People with access» and entering our email address [graphics@shepherdsguide.ca](mailto:graphics@shepherdsguide.ca). We will ensure all fonts meet specs, download it the way we need it, and send you a proof.

### 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**.