

THE *Western Producer*

SPECIAL SUPPLEMENT



WESTERN
CANADIAN
**CROP
PRODUCTION
SHOW**

INCLUDES
*Crop
Production
Week*
SCHEDULE
Jan. 7 – Jan. 12, 2008

We're planting the seed
of *innovation* at the ...

January 7-10, 2008

PrairieLand Park, Saskatoon, SK

• Tel: 306-931-7149 • Fax: 306-931-7886 • Toll Free: 1-888-931-9333
Email: contactus@saskatoonex.com • Website: www.cropproductiononline.com

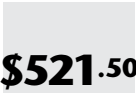
2008 OFFICIAL SHOW GUIDE

Publication Date: Dec. 20, 2007

Crop Production 2008 Official Show Guide

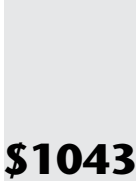
Ad Sizes and Rates

1/8 Page
3-1/2" x 2-1/4"
(horizontal)




\$521.50

1/4 Page
3-1/2" x 4-3/4"



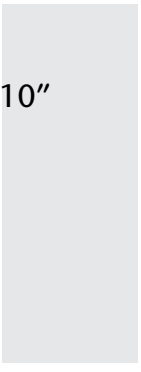
\$1043

1/2 Page
(horizontal)
7-1/8" x 4-3/4"



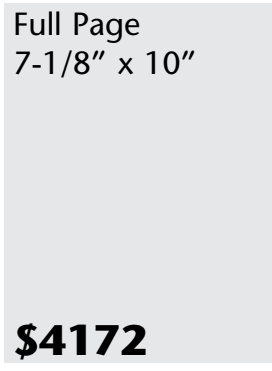
\$2086

1/2 Page
(vertical)
3-1/2" x 10"



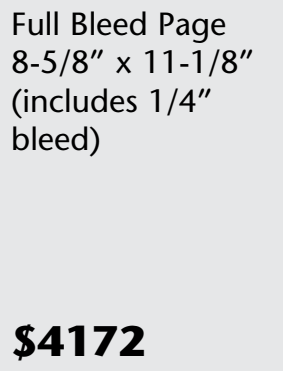
\$2086

Full Page
7-1/8" x 10"



\$4172

Full Bleed Page
8-5/8" x 11-1/8"
(includes 1/4"
bleed)



\$4172

Prices do not include GST.

Single Page Trim Size: 8 - 1/8" x 10 - 5/8"
 Double Page Trim Size: 16 - 1/4" x 10 - 5/8"
 Double Page Image Size: 15 - 1/4" x 10"
 Double Page with Bleed: 16 - 3/4" x 11- 1/8"
 (includes 1/4" Bleed)

Cover Rates

Inside: \$4600 + 4C
 Outside Back Cover: \$4800 + 4C

Colour Charges

Four colour Process/Full Page:\$800
 Four colour Process/Half Page:\$400
 Four colour Process/Quarter & Eighth
 Page:\$200

Black + one colour/Full Page:\$400
 Black + one colour/Half Page:\$200

Deadlines

Ad booking deadline: November 15, 2007
 Ad material deadline: November 22, 2007

Publication Date December 20, 2007

For more information on how to place your
 advertisement in the *Western Canadian Crop
 Production Show Guide*, call your nearest
 Western Producer sales representative:

Eastern Saskatchewan

Trevor Malkoske..... 306-665-3553

Western Saskatchewan

Shirley Joubert..... 306-665-9600

Southern Saskatchewan

Toni Sarich..... 306-721-4479

Southern Alberta and British Columbia

Lesley Emm 403-250-9798

Dwayne Smith..... 403-250-7743

Northern Alberta

Chad Charbonneau 780-672-3994

Manitoba

Brad Martin 204-729-8032

Eastern Canada and U.S.

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Doug Burnard..... 519-836-4072

Co-op/Specialty Advertising

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Catherine Wrennick..... 306-665-3513