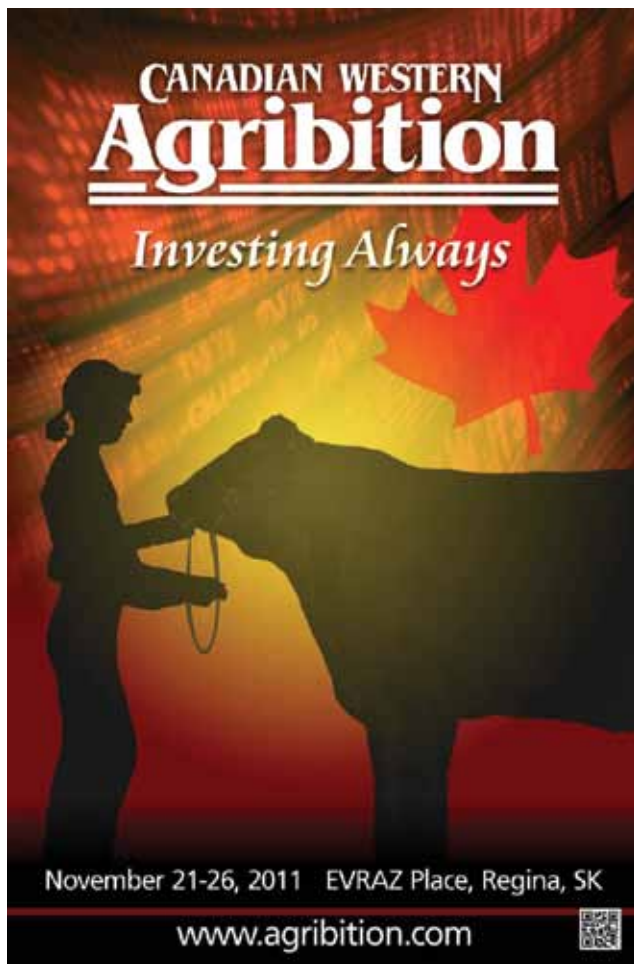


**PUBLICATION DATE - NOVEMBER 8, 2012**


## 2012 CANADIAN WESTERN AGRIBITION SHOW DATES NOVEMBER 19-24

**See the back page for our Multiple Booking Promotion!**

### ■ PUBLICATION DATE

- November 8, 2012

### ■ THE WESTERN PRODUCER

Box 2500

2310 Millar Avenue

Saskatoon SK

S7K 2C4

Ph (306) 665-3500

Fax (306) 653-8750

Toll Free 1-800-667-7776

### ■ QUICK FACTS

Size: Pony (8 1/8" x 10 5/8")

Stock: 35 lb. Ecal Stock

Ink Limit: 285%

Dot Gain: 27%

Line Screen: 200 lpi

### ■ EASY UPLOAD

Send us files through our web interface, maximum size 40 megabytes.

Go to: [www.producer.com/ezupload/](http://www.producer.com/ezupload/)

Password: wpupload

### The Canadian Western

**Agribition** in Regina, Sask., is Canada's Premier International Agricultural Show and Marketplace featuring over 4,000 head of livestock; over 450 commercial trade show exhibits; the CCA Finals Rodeo; western entertainment, and much more!

### Cover & Colour Rates

#### ■ SPACE RATES

Inside Covers .....\$5450 + 4C

Outside Back Cover .....\$5650+ 4C

#### ■ ADVERTISING BOOKING DEADLINES

September 27, 2012

#### ■ SUPPLIED MATERIAL DEADLINES

October 4, 2012

Rates effective January 1, 2012

## THE WESTERN PRODUCER

■ Full coverage of Western Canada every week

■ 100% paid subscriber base

■ Most preferred publication in Western Canada\*

■ Strongest readership in Western Canada\*\*

■ First choice for farm management and purchase information\*\*

\* Stratus Agri-Marketing Study

\*\* Ipsos Forward Ag Communications Review, April 2009

# CANADIAN WESTERN Agribition

**NOVEMBER 19-24, 2012**

### ■ PUBLICATION DATE

NOVEMBER 8, 2012

### ■ SHOW GUIDES

Prices do not include GST

Single Page Trim Size: 8-1/8" x 10-5/8"

Single Page Image Size: 7 1/8" x 10"

Single Page with Bleed: 8 5/8" x 11 1/8"  
(includes 1/4" bleed)

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)

**Ask your Advertising Consultant  
about our multiple booking  
promotion listed below.**

### ■ SHOW GUIDE MULTIPLE BOOKING PROMOTION

Book the same size ad in any:

2 show guides & receive 20% off colour charges

3 show guides & receive 30% off colour charges

4 show guides & receive 40% off colour charges

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## > Ad Sizes & Rates

Note: Talk to your Advertising Consultant for other sizes and pricing.

1/8 Page  
3-1/2" x 2-1/4"

**FULL COLOUR \$830**  
**B&W + ONE COLOUR \$730**  
**B&W \$630**

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

**FULL COLOUR \$1460**  
**B&W + ONE COLOUR \$1360**  
**B&W \$1260**

1/2 Page Horizontal  
7-1/8" x 4-3/4"

**FULL COLOUR \$2920**  
**B&W + ONE COLOUR \$2720**  
**B&W \$2520**

1/2 Page Vertical  
3-1/2" x 10"

**FULL COLOUR \$2920**  
**B&W + ONE COLOUR \$2720**  
**B&W \$2520**

Full Page  
7-1/8" x 10"

**FULL COLOUR \$5840**  
**B&W + ONE COLOUR \$5440**  
**B&W \$5040**

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

**FULL COLOUR \$5840**  
**B&W + ONE COLOUR \$5440**  
**B&W \$5040**

Rates effective January 1, 2012