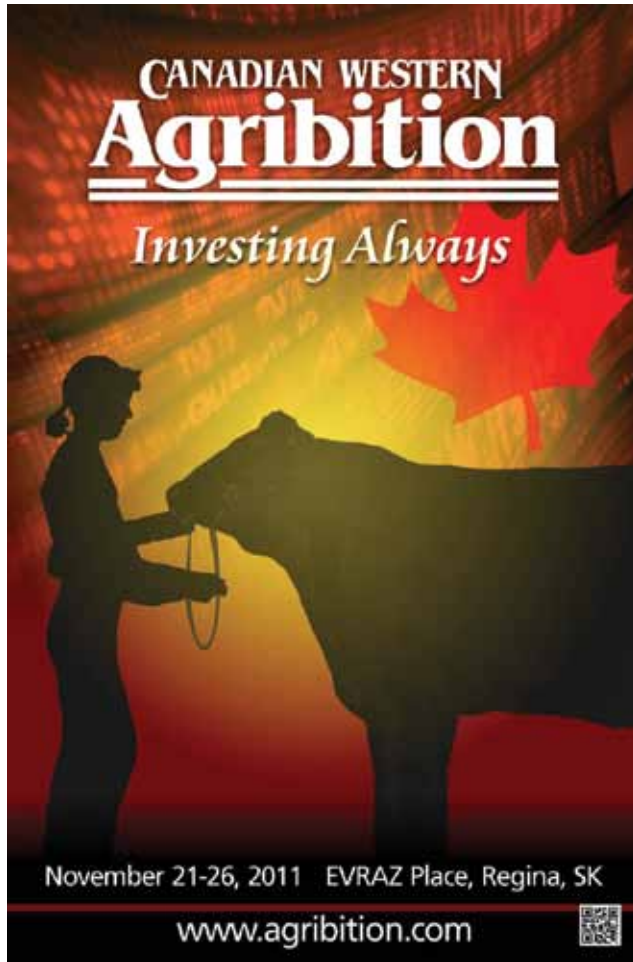


PUBLICATION DATE - NOVEMBER 8, 2012



**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/
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

5 show guides & receive 50% off colour charges

■ **EASY UPLOAD**

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

Go to: www.producer.com/ezupload/

Password: wpupload

> 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