

PUBLICATION DATE - JUNE 7, 2012

Where the world of agriculture comes together

Western Canada Farm PROGRESS SHOW
Canada's National Farm Show
Presented by **VITERRA**

DISCOVER INNOVATIVE TECHNOLOGIES & SOLUTIONS FOR YOUR FARMING OPERATION

Plan to see the progress . . . **June 15 - 17, 2011**
Evrax Place, Regina, SK, Canada

CHEVROLET OFFICIAL VEHICLE of Western Canada Farm Progress Show
Proudly supported by your Prairie Chevrolet Dealers

AgriCard OFFICIAL CREDIT CARD OF Western Canada Farm Progress Show
Accepted at Main Entrances

www.myfarmshow.com
Scan the barcode with your smartphone to view the website

2011 OFFICIAL SHOWGUIDE

(2011 GUIDE SHOWN ABOVE)

**2012 WESTERN CANADA FARM PROGRESS SHOW DATES
JUNE 20-22, 2012**

See the back page for our Multiple Booking Promotion!

■ **PUBLICATION DATE**

- JUNE 7, 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 Western Canada Farm Progress Show has earned the reputation of being "the resource" for all those involved in agriculture. It's become a place where producers, buyers, sellers and manufacturers can find what they need. The show features new inventions and new products. It showcases some of Canada's best companies and gives them the opportunity to show the rest of the world what they've achieved!

Cover & Colour Rates

■ **SPACE RATES**

Inside Covers\$5450 + 4C
Outside Back Cover\$5650 + 4C

■ **ADVERTISING BOOKING DEADLINES**

April 26, 2012

■ **SUPPLIED MATERIAL DEADLINES**

May 3, 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 Reid Ag Communications Review



> Ad Sizes & Rates

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

■ PUBLICATION DATE

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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

■ SHOW GUIDES

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)

■ EASY UPLOAD

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

Go to: www.producer.com/ezupload/

Password: wpupload

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

1/4 Banner
7-1/8" x 2-1/4"

FULL COLOUR \$1460
B&W _ ONE COLOUR \$1360
B&W \$1260

1/3 Banner
7-1/8" x 3-1/2"

FULL COLOUR \$1983
B&W _ ONE COLOUR \$1833
B&W \$1683

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

NEW PRODUCTS SECTION
1/6 Page
2-1/4" x 4-1/2"
A special advertisement for a special product... your NEW product. Make sure showgoers are aware of the new product or products they will be able to view at your booth this year

FULL COLOUR \$793
B&W _ ONE COLOUR \$693
B&W \$593

Rates effective January 1, 2012