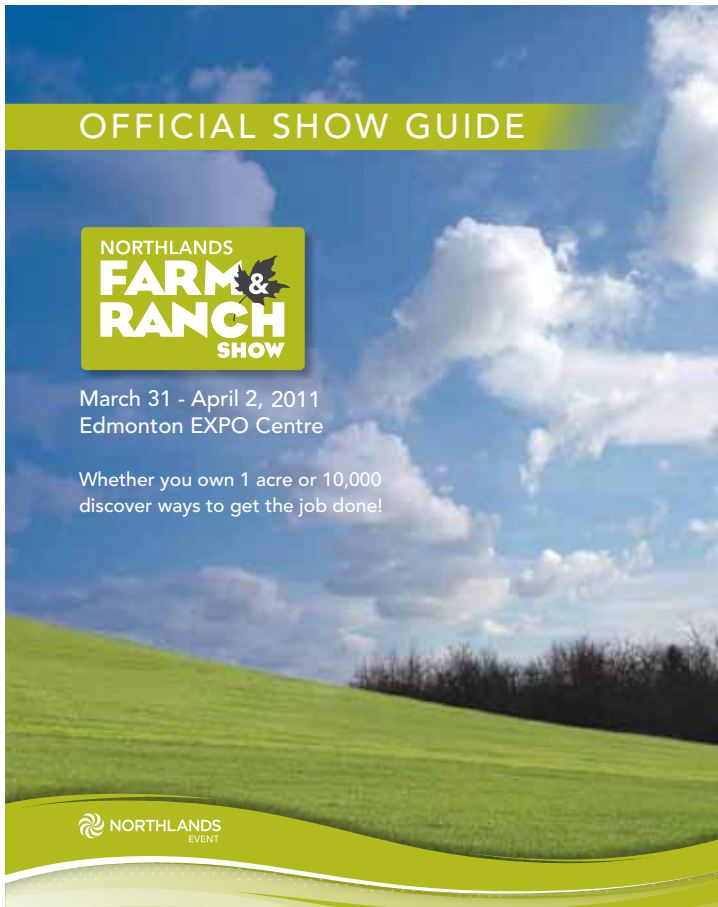


PUBLICATION DATE - MARCH 15, 2012



(2011 GUIDE SHOWN ABOVE)

**2012 NORTHLANDS
FARM & RANCH SHOW DATES
MARCH 29 - 31**

See the back page for our Multiple Booking Promotion!

■ **PUBLICATION DATE**

- MARCH 15, 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 Northlands Farm and Ranch Show

in Edmonton, Alta., has been serving the Western Canadian agricultural community for over forty-three years. Farmers and ranchers visit the show to see more than 400 exhibits from agricultural related companies across Canada along with many other show features including cutting edge industry seminars and the Canadian National College Finals Rodeo.

Cover & Colour Rates

■ **SPACE RATES**

Inside Covers \$3500 + 4C
 Outside Back Cover \$3600 + 4C

■ **ADVERTISING BOOKING DEADLINES**

FEBRUARY 9, 2012

■ **SUPPLIED MATERIAL DEADLINES**

FEBRUARY 16, 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



2012

■ PUBLICATION DATE

MARCH 15, 2012

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"

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)

■ EASY UPLOAD

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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 \$599
B&W + ONE COLOUR \$499
B&W \$399

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

FULL COLOUR \$998
B&W + ONE COLOUR \$898
B&W \$798

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

FULL COLOUR \$1996
B&W + ONE COLOUR \$1796
B&W \$1596

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

FULL COLOUR \$1996
B&W + ONE COLOUR \$1796
B&W \$1596

Full Page
7-1/8" x 10"

FULL COLOUR \$3992
B&W + ONE COLOUR \$3592
B&W \$3192

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

FULL COLOUR \$3992
B&W + ONE COLOUR \$3592
B&W \$3192

Rates effective January 1, 2012