

PUBLICATION DATE - APRIL 26, 2012



INSIDE

Centennial Celebrations:
Canada's National Parks System
Celebrates 100 Years

Eco-Tourism:
Adventure and Relaxation Abound
at "Green" Destinations

Golf:
Big City Golf Offers Big Fun and
Big Value

...and more

(2011 GUIDE SHOWN ABOVE)

See Scenic Saskatchewan... Looking for an escape this summer? Close your eyes and dream about a place with 100,000 lakes and rivers surrounded by beautiful parks and sandy beaches. Imagine paddling a canoe along the shore of your beachfront cabin, or saddling up a horse for a ride through the hills. There are hiking trails, beautiful golf courses, a variety of campgrounds, museums, festivals, historical sites, and so much more... Now, open your eyes and look up towards the sky to view countless flocks of birds, a stunning sunset, or the mysterious Aurora Borealis. This is Saskatchewan - the Land of Living Skies.

Cover & Colour Rates

■ **SPACE RATES**

Inside Covers..... \$3500 + 4C
Outside Back Cover\$3700 + 4C

■ **ADVERTISING BOOKING DEADLINE**

MARCH 29, 2012

■ **REGIONS DEADLINE**

MARCH 21, 2012

■ **SUPPLIED MATERIAL DEADLINE**

APRIL 5, 2012

■ **REGIONS DEADLINE**

MARCH 29, 2012

Rates effective January 1, 2012

■ **PUBLICATION DATE**

- APRIL 26, 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.
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**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

**See
Scenic
Saskatchewan**

2012

**SEE SCENIC
SASKATCHEWAN
INCLUDES A
COMPREHENSIVE LIST
OF TOURISM EVENTS**

> Ad Sizes & Rates

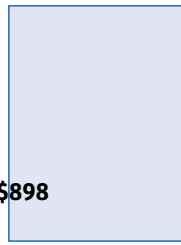
Note: Talk to your Advertising Consultant for other sizes and pricing.

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"



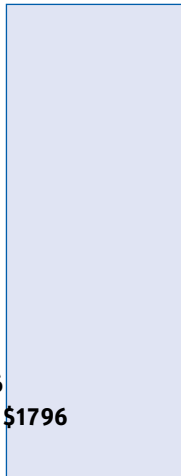
FULL COLOUR \$998
B&W + ONE COLOUR \$898
B&W \$798

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

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■ 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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