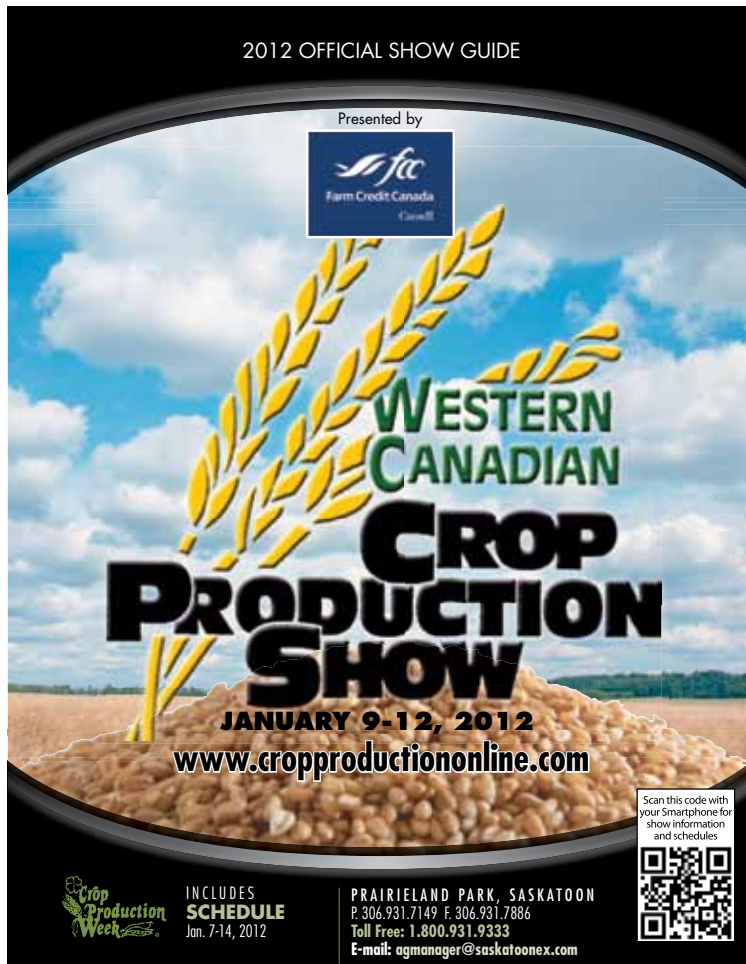


PUBLICATION DATE - DECEMBER 13, 2012



(2012 SHOW GUIDE SHOWN ABOVE)

2013 CROP PRODUCTION SHOW DATES JANUARY 7-10

See the back page for our Multiple Booking Promotion!

■ **PUBLICATION DATE**
- DECEMBER 13, 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 Canadian Crop Production Show has become Western Canada's premier grain & oilseed industry showcase by presenting information to producers on the latest technology, services, and products. Criteria for exhibiting at the show is very focused, leading to an event specifically geared toward the grain & oilseed industry. The exhibits you will find at the Western Canadian Crop Production Show are those directly related to crop production. Show visitors have come to appreciate this approach, and more than 95 percent of the people who walk through the doors are directly involved in grain production.

Cover & Colour Rates

■ **SPACE RATES**

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

■ **ADVERTISING BOOKING DEADLINES**

NOVEMBER 8, 2012

■ **SUPPLIED MATERIAL DEADLINES**

NOVEMBER 15, 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



JANUARY 7-10, 2013

■ PUBLICATION DATE

DECEMBER 13, 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