

PUBLICATION DATE - NOVEMBER 13, 2014



2014 CANADIAN WESTERN AGRIBITION SHOW DATES NOVEMBER 24-29

See the back page for our Multiple Booking Promotion!

■ PUBLICATION DATE

November 13, 2014

■ THE WESTERN PRODUCER

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S7K 2C4

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■ QUICK FACTS

Size: Pony (8 1/8" x 10 3/4")

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 \$5800 + 4C

Outside Back Cover \$6000+ 4C

■ ADVERTISING BOOKING DEADLINES

October 9, 2014

■ SUPPLIED MATERIAL DEADLINES

October 16, 2014

Rates effective January 1, 2014

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

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■ SHOW GUIDES

Prices do not include GST

Single Page Trim Size: 8-1/8" x 10-3/4"

Single Page Image Size: 7 1/8" x 10"

Single Page with Bleed: 8 5/8" x 11 1/4"
(includes 1/4" bleed)

Double Page Trim Size: 16-1/4" x 10-3/4"

Double Page Image Size: 15-1/4" x 10"

Double Page with Bleed: 16-3/4" x 11-1/4"
(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.

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> Ad Sizes & Rates

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

1/8 Page
3.5" x 2.25"

FULL COLOUR \$880
B&W + ONE COLOUR \$775
B&W \$675

1/4 Page
3.5" x 4.75"

FULL COLOUR \$1550
B&W + ONE COLOUR \$1450
B&W \$1350

1/2 Page Horizontal
7.125" x 4.75"

FULL COLOUR \$3000
B&W + ONE COLOUR \$2900
B&W \$2700

1/2 Page Vertical
3.5" x 10"

FULL COLOUR \$3000
B&W + ONE COLOUR \$2900
B&W \$2700

Full Page
7.125" x 10"

FULL COLOUR \$6200
B&W + ONE COLOUR \$5800
B&W \$5400

Full Bleed Page
8.625" x 11.25"
(includes 1/4" bleed)

FULL COLOUR \$6200
B&W + ONE COLOUR \$5800
B&W \$5400

Rates effective January 1, 2014