

SPECIAL ADVERTISING OPPORTUNITY

➤ Don't miss this opportunity to book the CLASSIFIED FRONT PAGE BANNER on the most read agricultural publication in Western Canada.

This opportunity comes with some specific requirements:

- The Classified Front Page banner is now 10.375" wide x 3.4" high. (6 columns x 48 lines)
- See sample to right and below.
- Available in full colour only.
- Weekly rates are GROSS, volume and agency discounts apply.
- The creative must be in four color process.
- Rates: \$2,200 per week.
- **Advertising Booking Deadline:** Tuesday noon, one week prior to publication.

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

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

WWW.PRODUCER.COM

WPClassifieds Where you'll find it

CLASSIFIED SALES | P: 800-667-7770 | F: 306-653-8750 | EMAIL: ADVERTISING@PRODUCER.COM

4 EASY WAYS TO BOOK YOUR AD

1 Online at www.producer.com

2 By phone:

In Saskatoon 665-3515

Toll Free 1-800-667-7770

(openlines in North America)

8:30am - 4:30 pm CST, Mon & Fri

8:30am - 8:00 pm CST

Tues, Wed, Thurs

3 Fax 306-653-8750

4 Email us at:

advertising@producer.com

DEADLINES

• **Line ads** - Thursday previous to publication

• **8-column CST**

• **Display ads** - Thursday previous to publication

• **Non-CST**

• **LINE AD RATES**

\$5.85/Printed Line

(3 line minimum)

• **NON-REFUNDABLE**

\$3.00/pd week online charge

• **ADDITIONAL FEATURES**

Bolding = .75/word/wk

Full Color Photo = \$39.00/wk

Black & White Photo = \$25.00/wk

Attention Getter = \$15.00/wk

Ask about our Priority Placement

• **LINE FREQUENCY DISCOUNTS**

Start after 3 weeks

Example: a week for the price of 3,

(8 for 6) (12 for 9) (52 for 39) etc.

(Does not apply to bolding)

• **LINEAR COMMUNITY CALENDAR RATES**

\$118.80/column inch/week

Talk with your sales rep about our

Volume Discounts

• **CONDITIONS**

• The Western Producer reserves the right to revise, edit,

delete or reject any advertisement submitted to it for

publication.

• The Western Producer, while assuming no responsibility

for advertisements appearing in its columns, endeavors to

verify advertising to be wholly reliable from its subscribers.

• Buyers are advised to request shipment C.O.D. when

purchasing from an unknown advertiser, thus relieving

the advertiser of financial loss in the event of refusal.

• If goods have already been sold,

advertisements are charged at a rate in accordance

with the deadline. Ads ordered on the term rates, which

are cancelled or charged for their special term rates.

• The Western Producer accepts no responsibility for errors

in advertisements after one insertion.

• While every effort is made to forward replies to the box

number to the advertiser as soon as possible, we assume

no liability in respect of loss or damage alleged to arise

through either failure or delay in forwarding such replies,

however caused.

• Advertisers using only a post office box number or street

address must submit their name to this office before each

advertisement is accepted for publication. Their

name will be kept confidential and will not appear in any

advertisement unless requested.

• Non-holder names are not guaranteed.

• NON-REFUNDABLE

producer.com

Antiques/Memorabilia	0100	Fertilizer Equipment	4122	Household Items	4890	Dorper	5527	RENTALS & ACCOMMODATIONS	
Antiques	0200	Grain Bags/Equipment	4135	Iron & Steel	4950	Dorset	5530	Accommodations	6210
Antique Calendars	0210	Grain Cans	4136	Irish Equipment	4980	Katashin	5531	Accommodations	6215
Antique Calendars	0210	Grain Cleaners	4137	Landscaping	4985	Landscaping	5532	Accommodations	6220
Antique Calendars	0210	Grain Elevators	4138	Lawn & Garden	4988	Landscaping	5533	Accommodations	6225
Antique Calendars	0210	Grain Vacuums	4139	Lawns & Gardens	4988	Landscaping	5534	Accommodations	6230
Antique Calendars	0210	Grain Vacuums	4139	Lawns & Gardens	4988	Landscaping	5535	Accommodations	6235
Antique Calendars	0210	Grain Vacuums	4139	Lawns & Gardens	4988	Landscaping	5536	Accommodations	6240
Antique Calendars	0210	Grain Vacuums	4139	Lawns & Gardens	4988	Landscaping	5537	Accommodations	6245
Antique Calendars	0210	Grain Vacuums	4139	Lawns & Gardens	4988	Landscaping	5538	Accommodations	6250
Antique Calendars	0210	Grain Vacuums	4139	Lawns & Gardens	4988	Landscaping	5539	Accommodations	6255
Antique Calendars	0210	Grain Vacuums	4139	Lawns & Gardens	4988	Landscaping	5540	Accommodations	6260
Antique Calendars	0210	Grain Vacuums	4139	Lawns & Gardens	4988	Landscaping	5541	Accommodations	6265
Antique Calendars	0210	Grain Vacuums	4139	Lawns & Gardens	4988	Landscaping	5542	Accommodations	6270
Antique Calendars	0210	Grain Vacuums	4139	Lawns & Gardens	4988	Landscaping	5543	Accommodations	6275
Antique Calendars	0210	Grain Vacuums	4139	Lawns & Gardens	4988	Landscaping	5544	Accommodations	6280
Antique Calendars	0210	Grain Vacuums	4139	Lawns & Gardens	4988	Landscaping	5545	Accommodations	6285
Antique Calendars	0210	Grain Vacuums	4139	Lawns & Gardens	4988	Landscaping	5546	Accommodations	6290
Antique Calendars	0210	Grain Vacuums	4139	Lawns & Gardens	4988	Landscaping	5547	Accommodations	6295
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Antique Calendars	0210	Grain Vacuums	4139	Lawns & Gardens	4988	Landscaping	5549	Accommodations	6305
Antique Calendars	0210	Grain Vacuums	4139	Lawns & Gardens	4988	Landscaping	5550	Accommodations	6310
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Antique Calendars	0210	Grain Vacuums	4139	Lawns & Gardens	4988	Landscaping	5552	Accommodations	6320
Antique Calendars	0210	Grain Vacuums	4139	Lawns & Gardens	4988	Landscaping	5553	Accommodations	6325
Antique Calendars	0210	Grain Vacuums	4139	Lawns & Gardens	4988	Landscaping	5554	Accommodations	6330
Antique Calendars	0210	Grain Vacuums	4139	Lawns & Gardens	4988	Landscaping	5555	Accommodations	6335
Antique Calendars	0210	Grain Vacuums	4139	Lawns & Gardens	4988	Landscaping	5556	Accommodations	6340
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Antique Calendars	0210	Grain Vacuums	4139	Lawns & Gardens	4988	Landscaping	5558	Accommodations	6350
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Antique Calendars	0210	Grain Vacuums	4139	Lawns & Gardens	4988	Landscaping	5560	Accommodations	6360
Antique Calendars	0210	Grain Vacuums	4139	Lawns & Gardens	4988	Landscaping	5561	Accommodations	6365
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Antique Calendars	0210	Grain Vacuums	4139	Lawns & Gardens	4988	Landscaping	5567	Accommodations	6395
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Antique Calendars	0210	Grain Vacuums	4139	Lawns & Gardens	4988	Landscaping	5656	Accommodations	6840
Antique Calendars	0210	Grain Vacuums	4139	Lawns & Gardens	4988	Landscaping	5657	Accommodations	6845
Antique Calendars	021								