

■ 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

■ EASY UPLOAD

Send us files through our web interface,
maximum size 40 megabytes.

Go to: www.producer.com/ezupload/

Password: wpupload

■ QUICK FACTS

Size: Tabloid (11 3/8" x 15")

Stock: Newsprint

Published every Thursday

Classified Display Deadlines:

Thursday 1:00 PM CST,

one week prior to publication

➤ Classified Display Ads and Sizes (Full Circulation)

The Western Producer is Western Canada's most respected farm paper. Strong and stable for over 90 years The Western Producer has earned the trust of farmers and advertisers alike. Week after week it delivers the information farmers have come to rely on. The Western Producer — always your first choice.

Advertising Rates

■ SPACE RATES

Per agate line (flat) \$6.70

Per column inch \$93.80

Book your CD ad in print and it appears
online for an automatic \$25/insertion
per week

■ CLASSIFIED DISPLAY DEADLINES

Thursday 1:00 PM CST, one week prior
to publication

■ COLOUR RATES

One colour in addition to black,
per page or less.....\$500.00

Two colours in addition to black,
per page or less.....\$700.00

Four colour process.....\$1,000.00
(minimum size - 300 lines, banners
excepted)

Please Note: Due to high volume of colour
ads, an ad may not run in the correct
classification, although efforts will be
made to place it as close as possible to the
correct category.

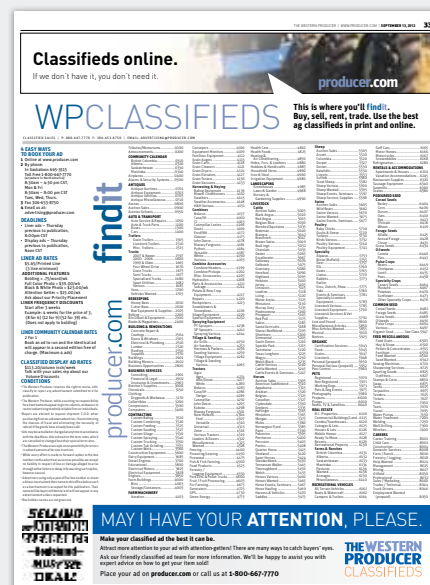
■ SPACE DISCOUNTS

Given only on yearly contracts signed
in advance.

Discounts apply to lineage – colour and
other charges do not qualify.

Ask your Advertising Consultant
for details.

■ SEE MECHANICALS SHEET FOR MECHANICAL REQUIREMENTS



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

Rates effective January 1, 2014



■ CLASSIFIED DISPLAY RATES

\$6.70 per agate line or \$93.80 per column inch (1 column wide x 1 inch deep)

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Thursday, 1:00 pm CST, one week prior to publication.

Maximum ad size is 300 agate lines:

EXCEPT for Auctions, Careers, Farm Machinery, Miscellaneous Full 2 column ads in all categories

► Class Display Ad Sizes

The Western Producer classified section offers more than 400 categories in the largest agricultural classified section in North America. Producers look to it when they need to sell or to buy.

1 Column x 14 Agate Lines
1.667" x 1"

\$118.80 B&W

1 Column x 21 Agate Lines
1.667" x 1.5"

\$165.70 B&W

1 Column x 28 Agate Lines
1.667" x 2"

\$212.60 B&W

1 Column x 42 Agate Lines
1.667" x 3"

\$306.40 B&W

2 Column x 42 Agate Lines
3.417" x 3"

\$587.80 B&W

2 Column x 70 Agate Lines
3.417" x 5"

\$963.00 B&W



All this for an automatic
\$25/insertion per week

➤ Classified Display Ads Online Value

Book your CD ad in print and it appears online for an automatic \$25/insertion per week.

1. Brand new solution to view your Classified Display ad online at producer.com
2. Your CD is viewable and clickable to enlarge to full size.
3. Includes a live web link to your home page or the specific URL of your choosing.
4. Includes a short description which can include extra product info (approximately 30 words).
5. This short description and key words become part of the search for our classified users.



ZIPPERLOCK BLDG. COMPANY (2005)
 Zipperlock Bldg. Company (2005) Inc. Order Now for 2012
 Construction. Built in hours to last a lifetime. 1-888-692-5515;
 Derrick 306-631-8550 cell. For more information see our website
www.zipperlock.com
 Click here for web link

Posted on 01-25-2013

Rates effective January 1, 2014

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