



➤ Classified Display Ads and Sizes (Full Circulation)

The Western Producer is Western Canada's most respected farm paper. Strong and stable for over 88 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) \$6.30
 Per column inch \$88.20
 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

■ COLOR RATES

One color in addition to black, per page or less.....\$500.00
 Two colors in addition to black, per page or less.....\$700.00
 Four color process.....\$1,000.00 (minimum size - 300 lines, banners excepted)

Please Note: Due to high volume of color 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 – color 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, 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

■ 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



► 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"

\$113.20 B&W

2 Column x 42 Agate Lines
3.417" x 3"

\$554.20 B&W

1 Column x 21 Agate Lines
1.667" x 1.5"

\$157.30 B&W

2 Column x 70 Agate Lines
3.417" x 5"

\$907.00 B&W

1 Column x 28 Agate Lines
1.667" x 2"

\$201.40 B&W

1 Column x 42 Agate Lines
1.667" x 3"

\$289.60 B&W

■ CLASSIFIED DISPLAY RATES

\$6.30 per agate line or \$88.20 per column inch (1 column wide x 1 inch deep)

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Stock: Newsprint

Published every Thursday

Display ad Deadlines:

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



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 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. All CDs are listed at the top of your chosen classification (premium product/premium listing).
5. Includes a short description which can include extra product info (approximately 30 words).
6. This short description and key words become part of the search for our classified users.

- PARACHUTE CANOPIES -



Crown Surplus Stores Lt
CLICK HERE TO VIEW AD IMAGE
 Parachute Canopies For Grain Storage (ideal cover). Strong, tough, nylon, yet light enough for one person to handle. Crown Surplus Stores, Calgary. Call 403-265-1754, www.armysurplus.com
> CLICK HERE FOR WEB LINK

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The screenshot shows the PRODUCER.com website interface. At the top, there's a navigation bar with 'Home | News | Crops | Livestock | Markets | Weather | Farm Living | Blogs | Opinion | Classifieds | Digital Edition | Mobile | Subscriber Services'. Below that is a search bar and a 'Classifieds' section. The main content area is titled 'Homes/Buildings/Bins/Tanks' and lists several ads. One ad for 'Crown Surplus Stores Lt' is highlighted with a red box, matching the ad shown in the inset above. Other ads include 'Zipperlock Bldg Co 2005', 'Zaka Building Supplies', 'Versa Frame Inc', 'Prairie Post Frame', 'Integrity Post Structures', and 'Pioneer Insulation'. On the right side, there are promotional banners for 'MLB All-Star Game', 'Wolf's Microtunnels', and 'We've gone MOBILE'.