

SPECIAL ADVERTISING OPPORTUNITY

FRONT PAGE BANNER

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

This opportunity comes with some specific requirements:

- The FRONT PAGE banner will be 1.78" high x 8.25" wide. (4 columns x 25 lines)
- See sample to right and below.
- Available on a weekly basis.
- Weekly rates are GROSS, volume and agency discounts apply.
- Book for four or more weeks and save an additional 2%, eight or more weeks and save 4%, 12 or more weeks and save 6%, 26 or more weeks and save 8%, 52 weeks and save 10%.
- The same piece of creative may not run for more than four consecutive weeks.
- The creative must be in four color process.
- Rates:
January through April: \$7,500 per week
May through September: \$6,000 per week
October through December: \$7,500 per week
- Effective Date: January 1, 2011.



Please discuss this opportunity with your Western Producer advertising representative