

## › Inserts

Make sure your product information or brochure reaches the largest possible group of Western Canadian farmers – and the most influential. Distribute it as an insert in **The Western Producer**.

### ■ PLEASE NOTE

Varnished or extremely glossy stocks on single sheets may fall out of the paper when handled and will move around inside the paper when running, causing mailing jam-ups, and will take longer to mail. An increase in percentage for waste is required for varnished and glossy stock. **Irregular or complex folds (trifolds, accordion folds, gatefolds, etc.) not accepted.** Folds resulting in uneven (unmatched) panel sizes are not recommended.

### ■ 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

### ■ QUICK FACTS

Size: Tabloid (11 3/8" x 15")
Stock: Newsprint
Published weekly every Thursday
Inserts must be received at least one week prior to publication date.

## Insert Rates Per 1000

Weight in Grams	Full Circulation	Split Provincial/Soil	FSA Only	Intelligent Inserted
Up to 25 gms	\$110	\$115	\$130	\$215
26 - 50 gms	\$130	\$145	\$145	\$250
51 - 75 gms	\$155	\$170	\$170	\$285
76 - 100 gms	\$175	\$200	\$205	\$330

Discuss circulation requirements with your Western Producer representative.

Minimum setup charge of \$500 applies to all split and FSA Inserts.

Minimum setup charge of \$1500 applies to all intelligent inserts.

## Advertising Rates

### ■ INSERT SPECIFICATIONS

Single Sheet

Minimum 4" x 6" to maximum 11 1/4" x 15"

80 lb. minimum to whatever maximum weight is available. Can be run

comfortably with least amount of error.

Lighter stock can be used but the risk of duplicate copies in a paper will be great.

Single sheets of less than 80 lb. stock weight should have at least one fold

Allow 3% for waste

**PLEASE NOTE: Canada Post has implemented new criteria as to what an acceptable insert is. Should the word(s) book, catalogue, directory, financial report, invoice- proxy- ballot, manual or handbook appear printed on your insert, a significant surcharge will be incurred.**

### ■ INSERT DEADLINES

Booking: Friday noon, two weeks prior to insertion date.

Insert Delivery: Inserts must be received in our plant at least ONE WEEK prior to publication date.

Inserts should be delivered to:

Kathy Swatschina

The Western Producer

2310 Millar Avenue Saskatoon, SK S7K 2C4

P: (306) 665-3526 TF: 1-800-667-7776

**See reverse for detailed delivery instructions.**

### ■ INSERT CARD

Minimum 4" x 6" to maximum 11 1/4" x 15"  
80 lb. minimum

### ■ FOLDED SHEETS

4" x 6" to 11 1/4" x 15"  
25 lb. minimum one fold

### ■ ENVELOPE EMPTY

4" x 6" to 11 1/4" x 15"

### ■ RETURN MAILERS

4" x 6" to 11 1/4" x 15"

### ■ INSERTED ENVELOPE

3/16" thick maximum

### ■ BROCHURES

4" x 6" to 11 1/4" x 15"  
25 lb. one or two folds,  
feeds by folded edge

### ■ FLYERS

4" x 6" to 11 1/4" x 15"  
Tab size or 1/4" fold, 4 page minimum  
(No accordion folds)

### ■ MAGAZINES

Up to 3/16" thick,  
4" x 6" to 11 1/4" x 15"  
Maximum 128 pages, newsprint  
Maximum 72 pages, glossy stock

Rates effective January 1, 2012

## ➤ Instructions for delivery of supplied material and inserts

### ■ INTELLIGENT INSERTING

Target marketing is a phrase that has been used within the publication industry for the last few years. At The Western Producer we also offer you the ability to target your advertising message within the paper using split-run ads that are delivered to specific provinces or specific soil zones. We can also target your insert messages by province, or soil zone, or by FSA (Forward Sortation Area, ie: postal code).

The Western Producer also offers you the ability to target your message by demographics.

Through “intelligent inserting”, The Western Producer can insert your message to reach individual subscribers of a specific demographic profile. This is really “targeting” your advertising insert.

For example, perhaps you’d like to reach our subscribers who grow 760 acres or more of cereals – we can do it!

Maybe you’d like to convey a message to the canola producers who grow 400 acres or more of canola – we can do it!

Maybe your target is beef producers with 78 head or more – we can do it!

Our intelligent inserting service offers many different approaches to reaching a specific audience of our subscribers for you.

Intelligent inserting is effective and cost-efficient, and another reason to consider using The Western Producer in your advertising program.

### ■ SHIP YOUR INSERTS TO THE ATTENTION OF:

Kathy Swatschina  
The Western Producer  
2310 Millar Ave.  
Saskatoon, SK, S7K 2C4  
Ph: 306.665.3526

### ■ DEADLINE:

All supplied material is required at least **ONE WEEK** prior to publication date.

### ■ ALL SHIPMENTS MUST BE CLEARLY MARKED WITH THE FOLLOWING:

- 1) Total number of inserts
- 2) Delivery date to Western Producer plant

### ■ CARTONS

All cartons should be marked with the following:

- name of insert
  - total number of inserts in each carton
  - INSERT INTO: publication name
  - If multi inserts then boxes must be clearly marked as to each insert
- Weight of cartons not to exceed 40 LBS. (18.14 kg.) Skid cartons are preferred to boxes. Gloss inserts should be square stacked in skid cartons with bundles turned every 50 – 100 depending on insert thickness.

### ■ SKIDS

The base of the skid must be solid without gaps so the inserts are not damaged. The skid should not exceed 40” wide X 48” long and 48” high (1.01 m X 1.22m X 1.22m). Total weight should not exceed 2000 lbs. (900 kg.)

### ■ STACKING

Inserts should be cross stacked in bundles no higher than 8” (20.3cm). Inserts should be stacked in piles no larger than the skid. DO NOT tie inserts in bundles. All bundles should be square and flat with no damaged or bent edges. It is strongly recommended

that cardboard dividers should be used between layers of bundles to prevent shifting of piles, the more slippery the inserts the more cardboard dividers should be used between the layers. A cardboard protector should be placed on top of the pile followed by a wooden cover to match the dimensions of the base then securely strapped down to the base of the skid. All skids must be shrink wrapped. Skids should not be double stacked in trucks.

### ■ DELIVERY

Regular receiving hours are from 8:00 am to 4:00 pm Monday thru Friday at receiving docks 1 and 2.

### ■ IDENTIFICATION

Packing slips must contain the following information:

- total number of inserts shipped
- total number of skids/cartons
- total number of inserts per skid/carton
- tare weight of skid and all additional packaging
- name of the printer shipped from
- name of insert and publication to receive the insert
- insertion date
- attention: Kathy Swatschina, The Western Producer

Please Note: If above information is not on packing slip, we will not accept responsibility for the total count of supplied material. Shipment will be accepted but Packing slip will be endorsed “Shipper’s Load and Count”

**International & U.S. Shipments:** Customs Brokerage arrangements and fees are the responsibility of the shipper/client. Invoices for such fees received by The Western Producer will be billed to the client with a processing fee added.