

PRODUCER.com

The home of Canadian agriculture online



Welcome to Producer.com, the online home of The Western Producer. Everything that you value about our print product appears here, and much more.

Producer.com is built upon **four pillars** of success:

1. Provide leading agricultural news and information
2. Offer the largest in print and online classified ads in North America
3. Provide the full gamut of market charts, stocks, indices and commentary
4. Provide customized local, regional and global weather

We've developed strong crop and livestock news features, both weekly and daily, complete with lots of photos. Readers will find something new every day.

Our industry leading classified section is front and centre and creates lots of traffic as farmers check prices, buy, sell and keep their eye on the marketplace.

There's lots more, from interactive market and weather information to opinion pages and popular columnist blogs.

Producer.com provides the same tight-knit community and social network of farmers that has been built in the pages of The Western Producer over the last 87 years.

To help you get the most from **Producer.com**, we've developed a number of advertising options, starting on the next page.

SPONSORSHIP

On Site Sponsorship

Sponsorship of specific sections of **Producer.com** is available. Your sponsorship logo follows readers as they navigate within the section you sponsor, plus your advertising message is displayed as a leaderboard, skyscraper or big box ad on each page within the section you sponsor. Each section sponsorship is category exclusive

On Site Sponsorship \$5,000/month net

Minimum sponsorship commitment is three months and is category exclusive. Section sponsorship entitles sponsors to the leaderboard on every page in the section and 50% of the skyscraper and big box inventory within the section. The remaining 50% is ROS inventory. Section sponsors also enjoy heightened exposure on the homepage as only sponsors are given privilege to the 300X100 small box on the homepage. All four sizes are required.

Ad sizes:

- Leaderboard 728 X 90 pixels
 - Skyscraper 160 X 600 pixels
 - Big Box 300 x 250 pixels
 - Small Box 300 X 100 pixels
- (please keep file sizes under 40 Kb)

Effective January 1, 2012



CLASSIFIED SECTION

Classified Sponsorship

Sponsorship of the Classified section on **Producer.com** is available. Your sponsorship logo and leaderboard or skyscraper follow readers as they look to buy, sell or price various products and services within the Classified section.

Classified Section Sponsorship \$5,000/month net

Note: Minimum Classified sponsorship commitment is three months and is NOT category exclusive. Classified section sponsorship comes with either a leaderboard or skyscraper ad or a combination of the two.

Classified Run Of Site

The Classified section of **Producer.com** offers dozens and dozens of pages that feature run of site advertising, in a regular big box size that runs throughout the various classifications.

This is an ideal way to highlight your product or service within the largest agricultural classified section in North America.

Ad Size:

Classified Big Box (300 X 250 pixels)

Classified Run of Site Advertising Rate \$50/cpm net



EMAIL SPONSORSHIP

Producer Daily

Our Producer Daily email delivers WP daily news into the inboxes of our highly engaged farmers along with weather and commodity market highlights, coming events and random classified ads. There are 6 Leaderboard positions available. Section headings are: Headlines, News, Crops, Markets, Livestock, and Farm Living.

Ad Size:

728 X 90 pixel Leaderboard
(max file size 40Kb)

Producer Daily Email Sponsorship \$1,350/month net

Note: Minimum Producer Daily sponsorship commitment is one month and is NOT category exclusive.

Check with your Sales Consultant for current number of subscribers and availability.

Effective January 1, 2012



EMAIL SPONSORSHIP

Markets Moment Daily Email

Markets Moment Daily Email from The Western Producer contains the top 15 grains, oilseeds, commodities, currencies and indices, including livestock prices, used by producers on a daily basis. This e-newsletter delivers the commodity prices from the major trade and exchange floors right to the producer's email inbox each day at the close of markets.

Ad Size:

728 X 90 pixel Leaderboard
(max file size 40Kb)

Markets Moment Daily Email Sponsorship \$1,000/month net

Minimum commitment is 3 months (\$3,000 net) or a 12 day commitment which can be delivered consecutively or 1 day per week for 12 weeks.

Only one ad can be served in this email.

Markets Moment Special Edition Weekly Email

The Markets Moment Special Edition is a summary of current prices for several pulse, oilseed, cereal and livestock commodities that are not already listed through the daily Markets Moment service. This is a once-a-week email and is compiled by our own reporters and is original to the Western Producer.

Ad Size:

728 X 90 pixel Leaderboard
(max file size 40Kb)

Markets Moment Special Edition Sponsorship \$1,350/month net

Minimum requirement of a three month commitment. Only one ad can be served in this email.

Check with your Sales Consultant for current number of subscribers and availability.

Effective January 1, 2012

Service that is breaking new ground **PIONEER.**

MARKETS moment **THE WESTERN PRODUCER**

What is your crop worth? This commodity list tells you the value placed on it by various markets in today's trading. By supplying this daily, after the markets close, The Western Producer hopes to provide information useful to you in pricing and selling your crops and livestock. Please let us know what you think of this new markets service by contacting marketsmoment@producer.com

For markets information, commentary, grain and oilseed indexes and your own customized watchlist delivered to your smart phone, PDA or mobile device, go to <http://www.producermobile.com>

For in-depth commodity listings, market stories, commentary and analysis, visit the new www.producer.com.

Be sure to subscribe to The Western Producer, Canada's premier source of agricultural news, markets information and classified ads. Contact Subscriber Services at 1-800-997-6929.

The Western Producer - Markets Moment

Name / Contract	High	Low	Last	Change
CANOLA Jan 2010	415.30	419.30	415.10	+2.50
CANOLA Mar 2010	422.70	416.00	422.70	+3.20
CANOLA May 2010	426.50	422.70	426.00	+8.10
WESTERN BARLEY Jan 2010	161.00	160.00	161.00	+1.00
WESTERN BARLEY Mar 2010	161.60	161.60	161.60	+1.20
WESTERN BARLEY May 2010	162.70	162.70	162.70	+1.20
SPRING WHEAT Dec 2009	540.0	533.0	533.0	-0.4
SPRING WHEAT Mar 2010	558.2	548.0	548.2	-0.0
SPRING WHEAT May 2010	565.6	558.0	565.2	-0.0
KCBT WHEAT Dec 2009	521.4	520.0	520.4	-0.0
KCBT WHEAT Mar 2010	544.2	530.4	533.0	-0.0
KCBT WHEAT May 2010	560.4	542.0	544.6	-0.6
WHEAT Dec 2009	533.2	515.0	519.2	-1.2
WHEAT Mar 2010	554.2	537.2	539.6	-0.2
WHEAT May 2010	566.0	550.0	552.0	-0.2
OATS Dec 2009	246.4	242.0	242.0	-0.4
OATS Mar 2010	257.6	249.0	253.0	-0.4
OATS May 2010	260.4	259.0	261.4	-0.2
SOYBEANS Jan 2010	1163.0	1042.4	1044.0	
SOYBEANS Mar 2010	1171.4	1061.0	1063.4	

LEADER BOARD AD

LEADER BOARD AD

Deliver a one-two punch **TagTeam** **Multi-Action Legume Fortify** **Novozymes**

MARKETS moment special edition **THE WESTERN PRODUCER**

Welcome to the Special Edition of Markets Moment, a service provided by The Western Producer. It is a summary of current prices for several pulse, oilseed, cereal and livestock commodities that are not already listed through the daily Markets Moment service.

We have had several reader suggestions to improve this new service with a variety of grades of some products and we have made these changes. We are sending this Special Edition once a week by e-mail. We hope it is useful to you for price discovery and pricing of special crops, livestock and other commodities.

Please let us know what you think by contacting marketsmoment@producer.com

For additional insight into the prairie agricultural marketplace, see our daily market review in the Daily News section of www.producer.com. For the story behind the markets, see markets reporter Ed White's blog, which is also available by clicking on our home page.

Markets Moment - Special Edition - January 11, 2011

Commodity	Range	Current	Previous	Change +/- %
Lard lentils, No. 1 (p/lb)	37.50-38.00	37.50	37.50	0.0
Lard lentils, Xtra 3 (p/lb)	22.75-24.75	24.8	24.31	2.01
Pichia lentils, No. 1 (p/lb)	29.75-33.75	32.85	32.20	1.86
Eston lentils, No. 1 (p/lb)	29.75-32.75	30.83	30.46	1.24
Eston lentils, Xtra 3 (p/lb)	21.75-22.75	22.42	22.0	1.90
Red lentils, No. 2 (p/lb)	21.75-23.00	23.07	23.07	0.0
Red lentils, Xtra 3 (p/lb)	15.75-18.75	17.88	17.88	0.0
Peas, green No. 1 (\$/bu)	7.25-7.50	7.30	7.30	0.0
Peas, green 10% bleach (\$/bu)	6.00-6.25	6.2	6.2	0.0
Peas, med. yellow No. 1 (\$/bu)	6.40-6.50	6.45	6.40	0.0
Peas, sm. yellow No. 2 (\$/bu)	6.35-6.50	6.4	6.4	0.0
Maple peas (\$/bu)	7.75-8.00	8.17	8.07	-0.76
Feed peas (\$/bu)	3.60-4.76	4.19	4.10	0.0
Mustard, yellow, No. 1 (p/lb)	22.25-23.75	22.75	22.70	0.0
Mustard, brown, No. 1 (p/lb)	18.75-20.75	19.30	19.30	0.0
Mustard Oriental, No. 1 (p/lb)	18.25-20.75	19.08	19.08	0.0
Canaryseed (p/lb)	23.75-25.50	24.71	24.20	1.89
Des chickpeas (p/lb)	26.75-27.75	26.25	26.25	0.0

RUN OF SITE

Producer.com offers dozens and dozens of pages that feature run of site advertising.

Choose from a variety of sizes and let your message run across the entire site.

Please provide all three sizes for optimum exposure.

Ad Sizes:

Leaderboard (728 X 90 pixels)

Skyscraper (160 X 600 pixels)

Big Box (300 X 250 pixels)

Run of Site Advertising Rate
\$50/cpm net

Effective January 1, 2012



We've gone **mobile**. Reach farmers as they check our daily PRODUCER**mobile** content including news, markets, weather and their own watchlists. Your sponsorship includes a mobile sized leaderboard on the content page of your choice.

Ad Sizes:

Mobile Leaderboard
(300 X 100 pixels)

PRODUCER**mobile** Page Sponsorship \$1,000/month net

Minimum PRODUCER**mobile** sponsorship commitment is three months and is NOT category exclusive.

PRODUCER**mobile** is a great place to promote your product, promotion or contest on your own customized listing page. Your customized page could be anything from a product launch to a company announcement and includes a mobile leaderboard advertising message and link to your website.

PRODUCER**mobile** Customized Listing Page \$2,500/month net

Minimum PRODUCER**mobile** customized listing commitment is one month and is NOT category exclusive. Limited number of customized listing pages available.

Effective January 1, 2012

