



➤ ROP 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)\$8.95
 Per column inch \$125.30
 Per page (5 columns by 196 lines) . \$8,771.00
 Junior page (full page magazine)
 4 columns x 140 lines \$5,012.00
 Minimum space — 10 lines deep for each column crossed (banners excepted).
 Advertisements over 190 lines in depth charged as full column (196 lines).

■ ADVERTISING BOOKING DEADLINES

Tuesday noon, one week prior to publication.

■ SUPPLIED MATERIAL DEADLINES

Wednesday noon, 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: Spot color ads must be treated like a process color.

Electronic files must have color produced using process colors.

■ SPACE DISCOUNTS

Given only on yearly contracts signed in advance.
 Discounts apply to lineage – color and other charges do not qualify.
 5,000 to 10,000 lines 5%
 10,000 to 15,000 lines..... 7.5%
 15,000 to 25,000 lines 10%
 25,000 lines and over 15%

■ 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
 Booking deadlines:
 B&W - Tuesday noon, one week prior to publication.
 4C - Tuesday noon, one week prior to publication.



▶ Column Sizes

Note: Talk to your Advertising Consultant for other sizes and pricing.

1 Column
2"

MAX. 196 agates (14")

\$1,754.20 B&W

2 x 150
4-1/16" x
10 11/16"

\$2,685 B&W

3 x 100
6-3/16" x
7 1/8"

\$2,685 B&W

4 Column
8-1/4"

\$7,016.80 B&W

Full Page
5 Column
10-3/8"

\$8,771 B&W

Junior Page
8-1/4" x 10"

\$5,012 B&W

Double Junior Page Spread
17-1/4" x 10"

\$10,024 B&W

Banner Ad
10-3/8" x 2"

\$1,253 B&W

Double Page Spread
21-3/8" x 14"

\$17,542 B&W

■ COLOR CHARGES
Please add the following:
1 color in addition to black: \$500
2 color in addition to black: \$700
4 color process: \$1000
(minimum size 300 lines, banners excepted)

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