



## ▶ ROP Split Run Display Ads (Soil Zones)

The Western Producer's flexible split run policy offers the ability to target distinct messages to Western Canada's different soil zones. If your message is applicable to one or a combination of the brown, dark brown or black soil zones, this could be an option for you.

### Advertising Rates

#### ■ SPACE RATES

(Per agate line)

Dark Brown and Black .....	\$7.26
Black .....	\$6.64
Brown and Dark Brown .....	\$5.97
Brown only.....	\$5.72
Dark brown only.....	\$5.72
Advertisements over 190 lines in depth charged as full column (196 lines) (minimum size – 300 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

Please Note: Spot color ads must be treated like a process color. Electronic files must have color produced using process colors.

#### ■ PLATE CHANGE CHARGES

Basic Split-Run Charge: \$200.00 per plate change, based on a standard B&W ad.

Additional Charges: 2-color: \$350;

3-color \$500; 4-color: \$600.

Minimum ad size: 300 lines.

#### ■ 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/](http://www.producer.com/ezupload/)

Password: wpupload

#### ■ QUICK FACTS

Size: Tabloid (11 3/8" x 15")

Stock: Newsprint

Published every Thursday

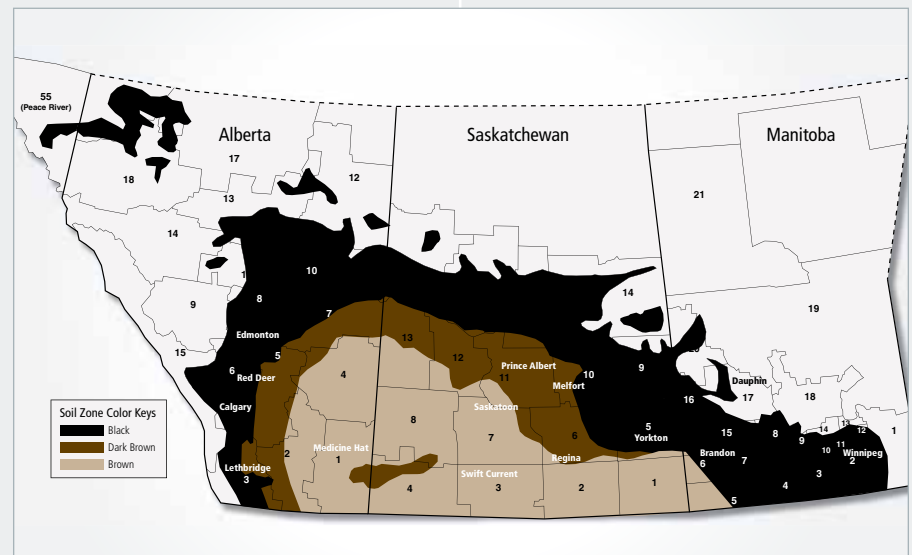
Booking deadlines:

B&W - Tuesday noon, one week prior to publication.

4C - Tuesday noon, one week prior to publication.

### Split Runs - Soil Zones

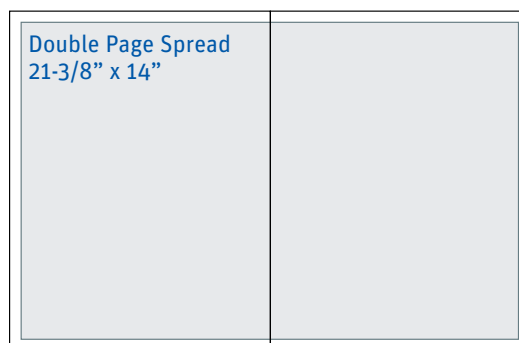
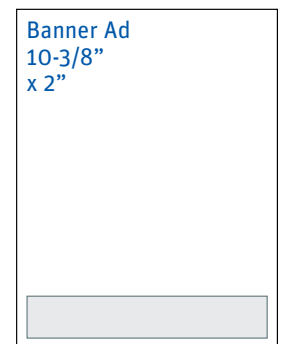
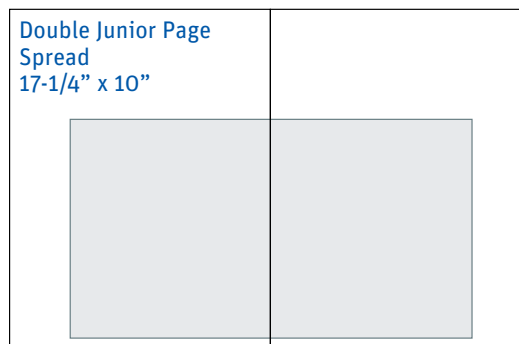
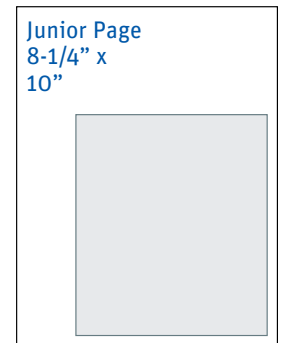
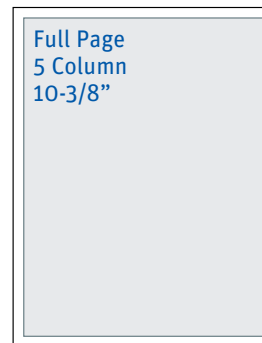
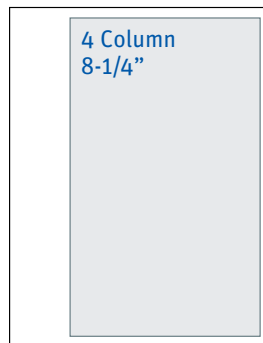
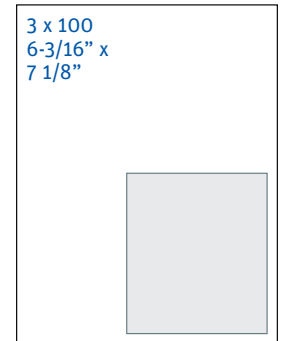
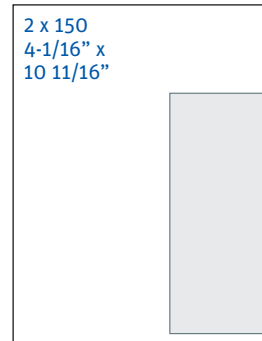
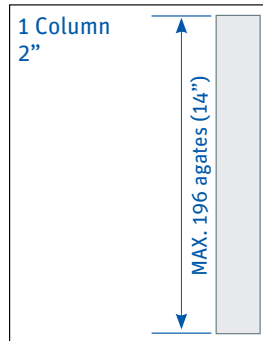
Rates effective January 1, 2012





## ▶ Column Sizes

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



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prior to publication.

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### ■ 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)