



YOUR MESSAGE HERE
 ■ TYPICAL SIZE 3" X 3"

■ APPLICATION AREA DETERMINED BY PUBLICATION

- **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

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

Sticky notes are now available on all our publications including **The Western Producer** and our various supplements. These adhesive notes are a great way to promote your product, promotion, service, brand or website; or draw even more attention to your ad within the pages of our publications. Sticky notes can be placed on the front or back cover plus on any signature or section front or back, please read on for all the details.

Rates effective January 1, 2012

Overview & Dimensions

- Typical size is 3" X 3" (larger sizes available by special request)
- Available in one, two, three and four color
- As this is a specialized tactic, we suggest you work with long lead times at a minimum of twelve weeks
- The specific front cover placement area is determined by each publication
- Full circulation or provincial splits are available; more specific geo-targeting is available upon special request
- As well, placement may be made within a defined space right on your junior or full page ad
- More specialized tactics are also available such as cards, coupons, booklets, magnets and scratch/track & play

■ **BOOKING & MATERIAL DEADLINES**

- Six weeks from issue/application date
- Ad copy must be submitted a minimum of five weeks from issue date

■ **MECHANICAL SPECS**

- Files should be supplied as a high resolution CMYK PDF, in 1, 2, 3 or 4 color
- Finished size is 3" X 3", image area is 2 3/4" X 2 3/4", full bleed is available

■ **APPLICATION RATES**

- Full circulation**
- Front Cover - \$200/M, Outside Back Cover or Signature/Section Front - \$150/M
- Provincial Splits or Geo-Targets**
- Please add a \$1,500 set up charge to Provincial Splits or Geo-Targets
 - There is a minimum charge per tactic of \$2,500

■ **NOTE**

- The rates above are GROSS less agency and/or volume discount
- Pricing is for application only and DOES NOT include printing

■ **PRINTING RATES**

- Our printer has negotiated best pricing based on color and quantity requirements
- Please see your Advertising Consultant for pricing