

► Supplements

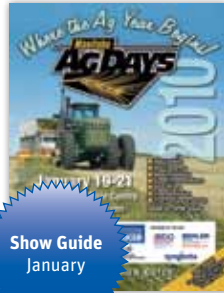
The Western Producer publishes supplements focused on agronomy and seed, equipment and technology plus official show guides for Western Canada's major agricultural trade shows. Information on the show, contents, times, schedules, sponsors and of course, advertisers reach producers both at the show and at home.



The Western Canadian Crop Production Show in Saskatoon, Sask., has become Western Canada's premier grain industry showcase by presenting information to producers on the latest technology, services and products including crop production practices and products; equipment manufacturers; crop inputs and application; commodity marketing; seed bed preparation; seed & soil information; straw & chaff management; grain handling, processing, storage & transportation and harvest technology.

Show Guide
January

www.cropproductiononline.com



"NEW" - Manitoba Ag Days is a winter indoor exposition of agricultural production expertise, technology, and equipment held in Brandon, Manitoba. The Show attracts exhibitors and visitors from across Canada and North Central United States and provides an annual opportunity for producers to comparison shop for everything they need for their agricultural operations.

Show Guide
January

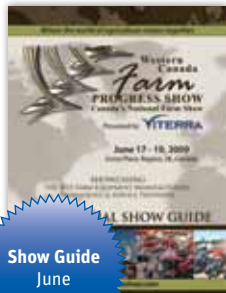
www.agdays.com



The Northlands Farm and Ranch Show in Edmonton, Alta., has been serving the Western Canadian agricultural community for over forty two years. Farmers and ranchers visit the show to see more than 400 exhibits from agricultural related companies across Canada along with many other show features including cutting edge industry seminars and the Canadian National College Finals Rodeo.

Show Guide
March

www.farmandranchshow.com



The Western Canada Farm Progress Show in Regina, Sask., is the international marketplace for major manufacturers and the premier dryland farm technology show in North America with over 700 exhibitors on 102 acres.

Show Guide
June

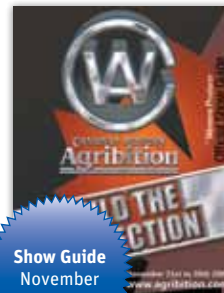
www.myfarmshow.com



The Agri-Trade Show in Red Deer, Alta., held at the Westerner Park encompasses farm equipment services, home happenings, collector toy show and over 400 exhibitors. New in 2008 are the Ag Innovation Awards which highlight trail blazing innovations in the agricultural sector.

Show Guide
November

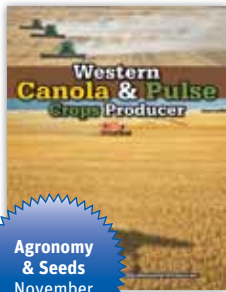
www.agri-trade.com



The Canadian Western Agribition in Regina, Sask., is Canada's Premier International Agricultural Show and Marketplace featuring over 4,000 head of livestock; over 450 commercial trade show exhibits; the CCA Finals Rodeo; western entertainment, and much more!

Show Guide
November

www.agribition.com



The Western Canola & Pulse Crops Producer provides information and resources that today's Western Canadian farmers need when planning their oilseed and pulse crop purchases. It also includes a special fall seed preview section.

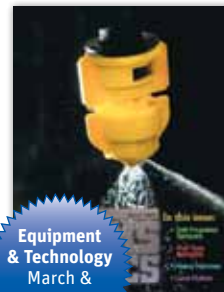
Agronomy & Seeds
November



The SaskSeed Guide provides Saskatchewan farmers with essential information and resources for planning the upcoming crop year. This publication includes the Saskatchewan varieties of grain crops insert.

Agronomy & Seeds
January

www.saskseed.ca



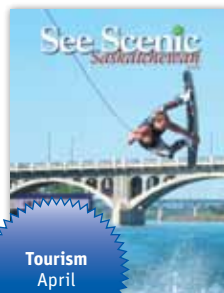
Techs & Specs, the guidebook for Western Canadian agriculture is published in March and November. Containing comparative specification tables, performance statistics, features and product reports on agricultural equipment vital to farm operations.

Equipment & Technology
March & November



The Farm Computer & Technology Guide is the farmers' first choice for news of the latest trends in computer equipment, technology, precision farming and agricultural related software. It is the only publication in Canada devoted exclusively to computers and technology in agriculture, and also hosts the most comprehensive published internet directory for agriculture. If you want to reach agricultural producers, this is the place to be.

Equipment & Technology
December



See Scenic Saskatchewan, an excellent advertising vehicle for the businesses and services that cater to our growing tourism industry. Includes editorial promoting each region; stories on entertainment; attractions; activities within Saskatchewan and much more.

Tourism
April



➤ Supplement Ad Sizes

Single Page Trim Size: 8-1/8" x 10-5/8"

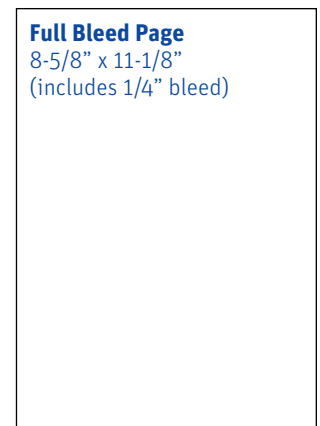
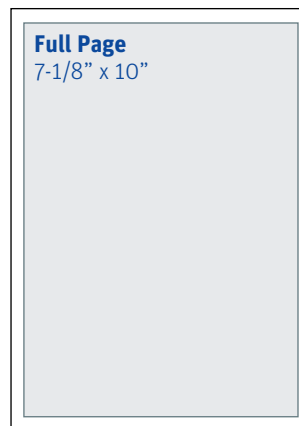
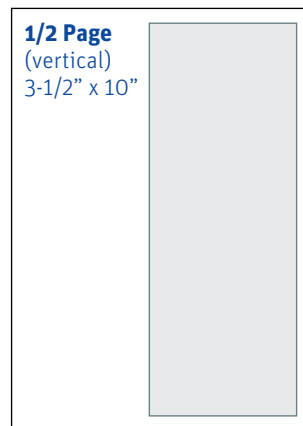
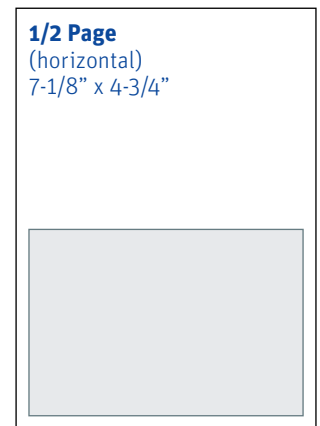
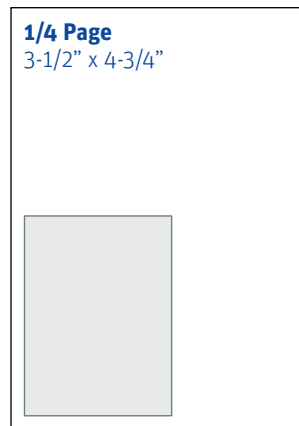
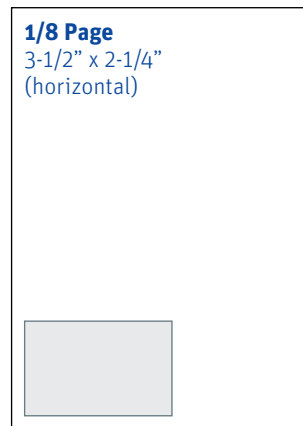
Double Page Trim Size: 16-1/4" x 10-5/8"

Double Page Image Size: 15-1/4" x 10"

Double Page with Bleed:
16-3/4" x 11-1/8" (includes 1/4" Bleed)

35lb. E-Cal stock:
200 lpi / 285% ink limit / 27% dot gain

Glossy stock:
200 lpi / 265% ink limit / 27% dot gain



■ **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