Canada’s Farm Progress Show has earned the reputation of being “the resource” for all those involved in agriculture. It’s become a place where producers, buyers, sellers and manufacturers can find what they need. The show features new inventions and new products. It showcases some of Canada’s best companies and gives them the opportunity to show the rest of the world what they’ve achieved!

**Cover & Colour Rates**

- **SPACE RATES**
  - Inside Covers ......................... $5770 + 4C
  - Outside Back Cover ................ $5975 + 4C

- **ADVERTISING BOOKING DEADLINES**
  - April 26, 2016

- **SUPPLIED MATERIAL DEADLINES**
  - May 4, 2016

**Quick Facts**

- **Size:** Pony (8 1/8” x 10 3/4”)
- **Stock:** 35 lb. Ecal Stock
- **Ink Limit:** 285%
- **Dot Gain:** 27%
- **Line Screen:** 200 lpi

**Easy Upload**

Send us files through our web interface, maximum size 500 megabytes.

Go to: [www.producer.com/ezupload/](http://www.producer.com/ezupload/)
### Ad Sizes & Rates

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

<table>
<thead>
<tr>
<th>Ad Size</th>
<th>Full Colour</th>
<th>B&amp;W + one Colour</th>
<th>B&amp;W</th>
</tr>
</thead>
<tbody>
<tr>
<td>1/8 Page</td>
<td>$874</td>
<td>$775</td>
<td>$670</td>
</tr>
<tr>
<td>1/4 Page</td>
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<td>$1340</td>
</tr>
<tr>
<td>1/4 Banner</td>
<td>$1545</td>
<td>$1445</td>
<td>$1340</td>
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<tr>
<td>1/3 Banner</td>
<td>$2195</td>
<td>$1990</td>
<td>$1780</td>
</tr>
<tr>
<td>1/2 Page Horizontal</td>
<td>$3090</td>
<td>$2885</td>
<td>$2680</td>
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<tr>
<td>1/2 Page Vertical</td>
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<td>$2885</td>
<td>$2680</td>
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<tr>
<td>Full Page</td>
<td>$6180</td>
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<tr>
<td>Full Bleed Page</td>
<td>$6200</td>
<td>$5800</td>
<td>$5400</td>
</tr>
</tbody>
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**NEW PRODUCTS SECTION**

- 1/6 Page 2-1/4" x 4-1/2": Full Colour $835, B&W + one Colour $730, B&W $630

**Show Guide Multiple Booking Promotion**

- Book the same size ad in any:
  - 2 show guides & receive 20% off colour charges
  - 3 show guides & receive 30% off colour charges
  - 4 show guides & receive 40% off colour charges
  - 5 show guides & receive 50% off colour charges

**Show Guides**

- Prices do not include GST
- Single Page Trim Size: 8-1/8" x 10-3/4"
- Double Page Trim Size: 16-1/4" x 10-3/4"
- Double Page Image Size: 15-1/4" x 10"
- Double Page with Bleed: 16-3/4" x 11-1/4" (includes 1/4" bleed)

**Easy Upload**

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- Go to: www.producer.com/ezupload/

**Publication Date**

- June 2, 2016

**Rates effective January 1, 2016**