Plan to be part of the official

Ag in Motion Show Guide

Ag in Motion is Western Canada’s newest and only outdoor farm expo! This unique event will include a full-colour, glossy publication that will be the official guide to programming, demonstration schedules and site layout.

- Partnership with the Western Producer – Saskatchewan’s leading agriculture publication – ensures extended, targeted exposure for your business
- Convenient, easy-to-carry magazine format fits into your pocket or show bag. **50,000 COPIES TO BE DISTRIBUTED**
- Don’t miss the show! **July 18 - 20, 2017, 15 min. NW of Saskatoon**

**SPACE IS LIMITED – BOOK YOUR SPACE EARLY**

**Booking & Material Deadline:** May 19, 2017
**Distribution:** Inserted into Western Producer - July 6, 2017

**For Further Information:** 1-800-667-7776

[www.aginmotion.ca](http://www.aginmotion.ca)
Ag in Motion offers the unique opportunity for farmers to see the latest agricultural technology in action, up close and personal.

Exhibitors will showcase their products and services in a new interactive way, with live demonstrations of field equipment, crops and services all in one place. It’s one thing to buy new products for your farm after reading about them, it’s another to see them in action side-by-side.

Cover & Colour Rates

- Inside Covers ...................... $5800 + 4C
- Outside Back Cover ............... $6000 + 4C

Rates effective January 1, 2017

See the next page for our Multiple Booking Promotion!
**Ad Sizes & Rates**

**NOTE:** Talk to your Advertising Consultant for other sizes and pricing. Prices below do not include GST.

### 1/8 Page
- **3.5” x 2.25”**
  - Full Colour: $880
  - B&W + one colour: $775
  - B&W: $675

### 1/4 Page
- **3.5” x 4.75”**
  - Full Colour: $1550
  - B&W + one colour: $1450
  - B&W: $1350

### 1/2 Page Horizontal
- **7.125” x 4.75”**
  - Full Colour: $3100
  - B&W + one colour: $2900
  - B&W: $2700

### 1/2 Page Vertical
- **3.5” x 10”**
  - Full Colour: $3100
  - B&W + one colour: $2900
  - B&W: $2700

### Full Page
- **7.125” x 10”**
  - Full Colour: $6200
  - B&W + one colour: $5800
  - B&W: $5400

### Full Bleed Page
- **8.625” x 11.25”** (includes 1/4” bleed over the 8.125” x 10.75” trim page size)
  - Full Colour: $6200
  - B&W + one colour: $5800
  - B&W: $5400

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**Show Dates: July 18 - 20, 2017**

**Show Guide Dimensions**
- Single Page Trim Size: 8-1/8” x 10-3/4”
- Single Page Image Size: 7-1/8” x 10”
- Single Page with Bleed: 8-5/8” x 11-1/4” (includes 1/4” bleed)
- 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)

**Quick Facts**
- Size: Pony (8 1/8” x 10 3/4”)
- Stock: .45 lb. No. 4 UPM Gloss
- Ink Limit: 240%
- Dot Gain: 20%
- Line Screen: 200 lpi

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**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

Ask your Advertising Consultant for further information about multiple booking

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**Easy Upload**

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

Go to: [www.producer.com/ezupload/](http://www.producer.com/ezupload/)

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Rates effective January 1, 2017