The Western Canola and Pulse Crops Producer is dedicated to crops that are made-in-Canada success stories. Canola’s rise to prominence is well known and this Cinderella crop will rise even further with its demand as a healthy edible oil and a biodiesel feedstock. Today, pulse crops — peas, lentils, chickpeas and dry beans — are enjoying a similar ride. Canola and pulses are the hot crops in Western Canada and farmers will turn to this supplement for information, equipment and suppliers.

Cover & Colour Rates

**SPACE RATES**
- Inside Covers ...................... $5800 + 4C
- Outside Back Cover .............. $6000 + 4C
- Centre Spread ..................... $10,550 + 4C

**ADVERTISING BOOKING DEADLINES**
- NOVEMBER 7, 2017

**SUPPLIED MATERIAL DEADLINES**
- NOVEMBER 15, 2017

Rates effective January 1, 2017

See the back page for our Multiple Booking Promotion!

**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 Ipi

**EASY UPLOAD**
Send us files through our web interface, maximum size 500 megabytes.
Go to: www.producer.com/ezupload/

* Stratus Agri-Marketing Study
** Ipsos Forward Ag Communications Review, April 2009
Ad Sizes & Rates

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

- **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**

Rates effective January 1, 2017