Classified Display Ads and Sizes (Full Circulation)

The Western Producer is Western Canada’s most respected farm paper. Strong and stable for over 93 years The Western Producer has earned the trust of farmers and advertisers alike. Week after week it delivers the information farmers have come to rely on. The Western Producer — always your first choice.

Advertising Rates

**SPACE RATES**
Per agate line (flat) ....................... $7.05
Per column inch ........................... $98.70
Book your CD ad in print and it appears online for an automatic $25/insertion per week

**CLASSIFIED DISPLAY DEADLINES**
Thursday 1:00 PM CST, one week prior to publication

**COLOUR RATES**
One colour in addition to black, per page or less.............................. $500.00
Two colours in addition to black, per page or less.............................. $700.00
Four colour process........................ $1,000.00
(minimum size - 300 lines, banners excepted)

Please Note: Due to high volume of colour ads, an ad may not run in the correct classification, although efforts will be made to place it as close as possible to the correct category.

**SPACE DISCOUNTS**
Given only on yearly contracts signed in advance.
Discounts apply to lineage — colour and other charges do not qualify.
Ask your Advertising Consultant for details.

**SEE MECHANICALS SHEET FOR MECHANICAL REQUIREMENTS**

---

**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 500 megabytes.
Go to: www.producer.com/ezupload/

**QUICK FACTS**
Size: Tabloid (10.75” x 15.5”)
Stock: Newsprint
Published every Thursday
Classified Display Deadlines:
Thursday 1:00 PM CST,
one week prior to publication

---

**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

Rates effective January 1, 2017

---

WWW.PRODUCER.COM
Class Display Ad Sizes

The Western Producer classified section offers more than 400 categories in the largest agricultural classified section in North America. Producers look to it when they need to sell or to buy.

1 Column x 14 Agate Lines
1.667” x 1”

$123.70 B&W

1 Column x 21 Agate Lines
1.667” x 1.5”

$173.05 B&W

1 Column x 28 Agate Lines
1.667” x 2”

$222.40 B&W

1 Column x 42 Agate Lines
1.667” x 3”

$321.10 B&W

2 Column x 42 Agate Lines
3.417” x 3”

$617.20 B&W

2 Column x 70 Agate Lines
3.417” x 5”

$1,012.00 B&W

■ CLASSIFIED DISPLAY RATES
$7.05 per agate line or $98.70 per column inch (1 column wide x 1 inch deep)
Book your CD ad in print and it appears online for an automatic $25/insertion per week.

■ 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 500 megabytes.
Go to: www.producer.com/ezupload/

■ QUICK FACTS
Size: Tabloid (10.75” x 15.5”)
Stock: Newsprint
Published every Thursday
Display ad Deadlines:
Thursday, 1:00 pm CST, one week prior to publication.
Maximum ad size is 300 agate lines:
EXCEPT for Auctions, Careers, Farm Machinery, Miscellaneous
Full 2 column ads in all categories

WWW.PRODUCER.COM