ROP 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) ....................... $10.25
Per column inch .......................... $143.50
Per page (5 columns by 196 lines) $10,045.00
Junior page (full page magazine)
4 columns x 140 lines .............. $5740.00
Minimum space — 10 lines deep for each column crossed (banners excepted). Advertisements over 190 lines in depth charged as full column (196 lines).

■ ADVERTISING BOOKING DEADLINES
Tuesday noon, one week prior to publication.

■ SUPPLIED MATERIAL DEADLINES
Wednesday noon, 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: Spot colour ads must be treated like a process colour. Electronic files must have colour produced using process colours.

■ SPACE DISCOUNTS
Given only on yearly contracts signed in advance. Discounts apply to lineage – colour and other charges do not qualify.
5,000 to 10,000 lines ..................... 5%
10,000 to 15,000 lines ................. 7.5%
15,000 to 25,000 lines ............... 10%
25,000 lines and over .................. 15%

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
Booking deadlines:
Tuesday noon, one week prior to publication.

Rates effective January 1, 2017

* Stratus Agri-Marketing Study
** Ipsos Reid Ag Communications Review

First choice for farm management and purchase information*
# Column Sizes

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

<table>
<thead>
<tr>
<th>Column Sizes</th>
<th>1 Column 1.85”</th>
<th>2 x 150 3.85” x 10.6875”</th>
<th>3 x 100 5.85” x 7.125”</th>
<th>4 Column 7.875”</th>
<th>Full Page 5 Column 9.875”</th>
<th>Junior Page 7.875” x 10”</th>
<th>Double Junior Page Spread 16.5” x 10”</th>
<th>Banner Ad 9.875” x 2”</th>
<th>Double Page Spread 20.5” x 14”</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cost</td>
<td>$2,009 B&amp;W</td>
<td>$3,075 B&amp;W</td>
<td>$3,075 B&amp;W</td>
<td>$8,036 B&amp;W</td>
<td>$10,045 B&amp;W</td>
<td>$5,740 B&amp;W</td>
<td>$11,480 B&amp;W</td>
<td>$1,435 B&amp;W</td>
<td>$20,090 B&amp;W</td>
</tr>
</tbody>
</table>

## EASY UPLOAD

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## QUICK FACTS

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