



**THE WESTERN
PRODUCER**

Creative Specifications

Ad sizes available:

Leaderboard 728x90

Files must not be larger than 40kb

Please follow IAB Standards and Guidelines which can be found at

<http://www.iab.net/guidelines/508676/508767/displayguidelines>

Please send ad creative files to your advertising sales rep.

Deadline: One week prior to scheduled start date

■ **THE WESTERN PRODUCER**

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E-Newsletters on producer.com

E-newsletters are a key component to an integrated advertising plan. Get your message into the farm reader's inbox along with timely news stories from their favourite news source, The Western Producer.



ProducerDaily

This e-newsletter is delivered each weekday to our email subscribers and features daily stories, market highlights and weekly news. The ProducerDaily e-newsletter incorporates 6 leaderboard positions on the following sections, Headlines, News, Crops, Markets, Livestock and Farm Living. Positions are sold on a monthly basis.

Rate: \$1,350. gross monthly

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Markets Moment

Each weekday at the close of the markets, we deliver the Markets Moment e-newsletter to our email subscribers listing the closing prices for the top 15 relevant commodities for Western Canada. This email has only one leaderboard position at the top of the email and is well utilized by recipients.

Rate: \$2,250. gross monthly

Ad size available: 728 x 90 pixels (max file size 40 kb)



Markets Moment Special Edition

The Markets Moment Special Edition is a summary of current prices for several pulse, oilseed, cereal and livestock commodities that are not already listed through the daily Markets Moment service and are specific to Western Canada. This is a once-a-week email delivered to our email subscribers which is compiled by our own reporters and original to the Western Producer.

Rate: \$1,350. gross monthly

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Rates effective January 1, 2016