In Print and online next day
Monday to Friday, word ads will be posted online within one business day.

Classified Liner Ads (Full Circulation)

The Western Producer is Western Canada’s most respected farm paper. Strong and stable for over 90 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.

Our 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.

Advertising Rates

- **WORD ADS**
  - Classified Liner ad rate - $5.85/printed line (3 line minimum) + $3.00/wk online
- **FULL COLOR PHOTO**
  - $39.00 per week
- **PRIORITY PLACEMENT**
  - add 20% to cost of ad
- **BOLDING**
  - 75¢ per word per week

**QUICK FACTS**

- Size: Tabloid (10.75” x 15.5”)
- Stock: Newsprint
- Ink Limit: 260%
- Dot Gain: 28%
- Line Screen: 138 lpi

**THE WESTERN PRODUCER**

Box 2500
2310 Millar Avenue
Saskatoon SK
S7K 2C4
Ph (306) 665-3515
Fax (306) 653-8750
Toll Free 1-800-667-7770

**CLASSIFIED LINER DEADLINES**

Thursday 8 pm, one week prior to publication

**OFFICE HOURS**

Monday to Friday 8:30 am to 4:30 pm

**PHONE LINES**

1-800-667-7770

Monday, Tuesday, Wednesday & Friday
8:30 am to 4:30 pm
Thursday
8:30 am to 8:00 pm

**FAX**

306-653-8750

**WEBSITE**

www.producer.com

**EMAIL**

advertising@producer.com

**Rates effective January 1, 2017**

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