

THE WESTERN PRODUCER

SPECIAL SERIES | CATTLE CONNECT

with feature topics:

- ▶ CALF CARE
- ▶ ANIMAL HEALTH
- ▶ POST CALVING HEALTH
- ▶ PASTURE HEALTH
- ▶ PRODUCING QUALITY BEEF
- ▶ LIVESTOCK HANDLING
- ▶ HEALTHY SIRES



The Western Producer presents **Cattle Connect**, a special section focused on herd health and management, livestock technology, swath grazing, calving tips and more. This section will be published seven times a year, each one with a specific focus, designed to reach the cattle sector. This is an excellent opportunity to reach your target audience and showcase your financial business, products or services.

Cattle Connect Topic / Theme	Publication dates	Ad copy & booking deadline
Calf Care	January 25	January 15
Animal Health	February 22	February 12
Post Calving Health	March 29	March 19
Pasture Health	May 3	April 23
Producing Quality Beef	September 27	September 17
Livestock Handling	October 18	October 9
Healthy Sires	November 29	November 19

SPACE IS LIMITED! For more details or to book your spot, contact your rep today.

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Advertiser must be relevant to the feature topics that they appear in.

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Ad Sizes & Rates

Talk to your Advertising Consultant for other sizes and pricing.

BANNER AD 5 columns x 28 ag 9.875" x 2" \$840 FULL COLOUR	SECTION EARLUG 4.875" x 1.275" (above is maximum size) ONLY ONE AVAILABLE \$750 FULL COLOUR	3x100 3 columns x 100 ag 5.85" x 7.14" \$1,800 FULL COLOUR
HALF PAGE 5 col x 98 ag 9.875" x 7" \$2,940 FULL COLOUR	JUNIOR PAGE 4 col x 140 ag 7.875" x 10" \$3,360 FULL COLOUR	FULL PAGE 5 col x 196 ag 9.875" x 14" \$5,880 FULL COLOUR

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: ANC Newsprint

Why choose us?



The Western Producer is Western Canada's leading agricultural news source for farmers, reaching more than **112,000** people with every issue.



94 percent of subscribers spend more than an **hour and a half each week** reading The Western Producer.



Our subscribers farm about **58 million acres** or **90 percent** of the farmland in Western Canada.



The Western Producer is **five times more likely** in print to be a farmer's primary source of agricultural news and information compared to the next leading competitor.



TOTAL PAID CIRCULATION:

34,344

Rates effective January 1, 2018