

# THE WESTERN PRODUCER

## SPECIAL SERIES | PRECISION AG

with feature topics:

- BIG DATA
- AGRONOMY
- DATA COLLECTION



**The Western Producer** presents **Precision Ag**, a special section focused on technology, agronomy and new products tailored for today's farm. This section will be published three times a year, each one with a specific focus, designed to reach tech-savvy farmers who know the value of precision agriculture. This is an excellent opportunity to reach your target audience and showcase your financial business, products or services.

Precision Ag Topic / Theme	Publication dates	Ad copy & booking deadline
Big Data	May 10	<b>April 30</b>
Agronomy	May 24	<b>May 14</b>
Data Collection	July 12	<b>July 2</b>

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

### The Western Producer

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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.

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

#### EASY UPLOAD

Send us files through our web interface, maximum size 500 megabytes. Go to: [www.producer.com/ezupload/](http://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