Making crop choices for 2018 and beyond? The Western Producer’s New Seed Variety Guide provides growers with the power to decide. Make your new seed varieties top of mind. Reach these growers early in the decision making process. This New Seed Variety Guide will only feature new seed varieties, from all the major and minor crops grown in western Canada, that were registered in the past 2 years. Your new varieties will be front and center and not competing for real estate with varieties that have had their day in the sun.

Also, the New Seed Variety Guide will provide a full editorial package. It will look at what’s really new in the seed industry and what is coming down the pipe that will help farmers reach their yield potential now and into the future.

Get in front of farmers who want to be the first to unlock the power a new seed variety can have on their farm. And don’t miss out on that cutting edge farmer telling everyone about it.

Cover & Colour Rates

- **SPACE RATES**
  - Inside Covers: $5800 + 4C
  - Outside Back Cover: $4945 + 4C

- **COLOUR CHARGES**
  - Four colour process/Full Page: $800
  - Four colour process/Half Page: $400
  - Four colour process/Quarter and Eighth Page: $200
  - Black & one colour/Full Page: $400
  - Black & one colour/Half Page: $200
  - Black & one colour/Quarter and Eighth Page: $100

- **ADVERTISING BOOKING DEADLINES**
  - August 28, 2018

- **SUPPLIED MATERIAL DEADLINES**
  - September 4, 2018

**QUICK FACTS**

- Size: Pony (8 1/8” x 10 3/4”)
- Stock: 35 lb. Ecal Stock
- Ink Limit: 285%
- Dot Gain: 27%
- Line Screen: 200 Ipi

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*Stratus Agri-Marketing Study*

**Ipsos Forward Ag Communications Review, April 2009**

Rates effective January 1, 2018
### Ad Sizes & Rates

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

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<thead>
<tr>
<th>Size</th>
<th>Black &amp; White</th>
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Rates effective January 1, 2018