Making crop choices for 2020 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 DEADLINE:**
August 27, 2019

**SUPPLIED MATERIAL DEADLINE:**
September 3, 2019
2020 NEW SEED VARIETY GUIDE

Ad Sizes & Rates

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

<table>
<thead>
<tr>
<th>Size</th>
<th>Black &amp; White</th>
<th>Full Colour</th>
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<tbody>
<tr>
<td>1/8 page</td>
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<td>$775</td>
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<td>1/4 page</td>
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<td>DPS</td>
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Rates effective January 1, 2019

PUBLICICATION DATE:
October 3, 2019

AGRONOMIC SUPPLEMENTS

Prices do not include GST

Single Page Trim Size: 8-1/8” x 10-3/4”
Single Page Image Size: 7 1/8” x 10”
Single Page with Bleed: 8 5/8” x 11 1/4”
   (includes 1/4” bleed)
Double Page Trim Size: 16-1/4” x 10-3/4”
Double Page Image Size: 15-1/4” x 10”
Double Page with Bleed: 16-3/4” x 11-1/4”
   (includes 1/4” bleed)

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