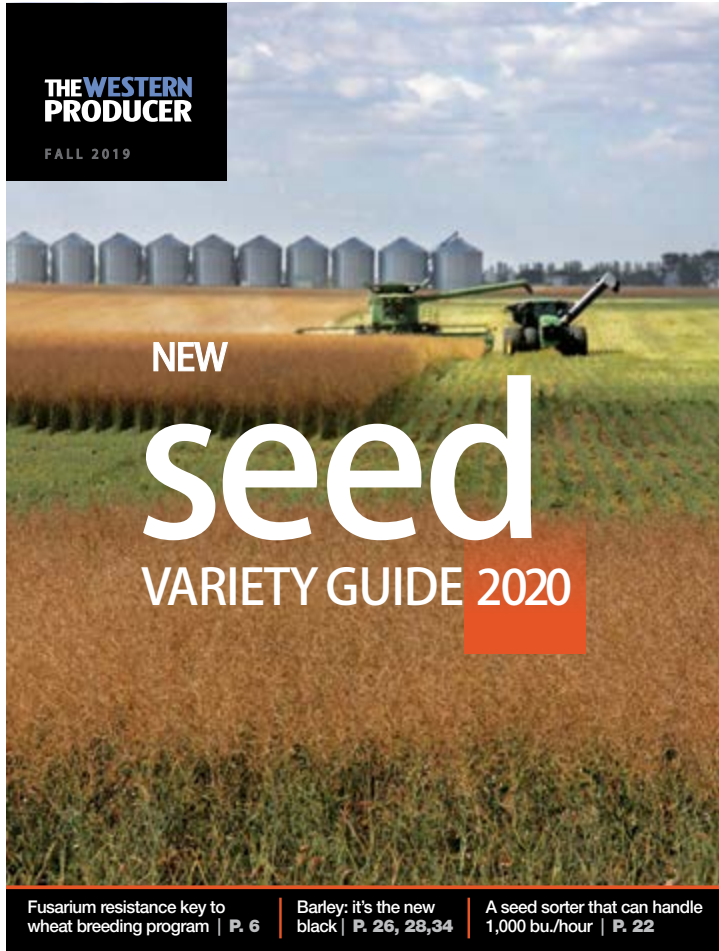


**PUBLICATION DATE - October 3, 2019**



**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

**BOOKING DEADLINE - August 27, 2019**

**MATERIAL DEADLINE - September 3, 2019**

■ **PUBLICATION DATE:**  
October 3, 2019

■ **THE WESTERN PRODUCER**

1000 - 3530 Millar Avenue  
Saskatoon, SK.  
S7P 0B6  
Ph (306) 665-3500  
Fax (306) 653-8750 Toll  
Free 1-800-667-7776

■ **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 lpi

■ **EASY UPLOAD**

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

**THE WESTERN  
PRODUCER**

■ Full coverage of Western Canada every week

■ 100% paid subscriber base

■ Most preferred publication in Western Canada\*

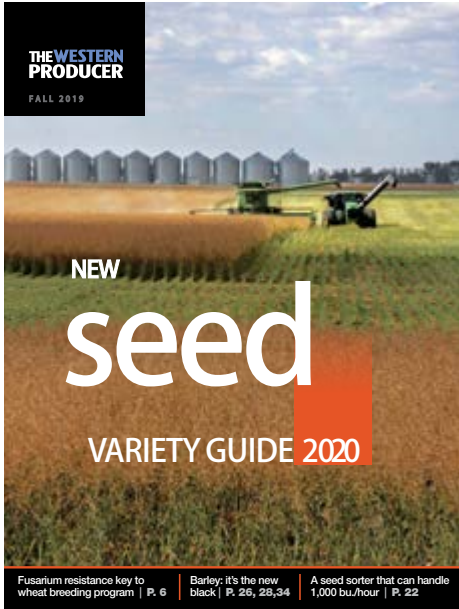
■ Strongest readership in Western Canada\*\*

■ First choice for farm management and purchase information\*\*

\* Stratus Agri-Marketing Study

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

Rates effective January 1, 2019



**PUBLICATION 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)

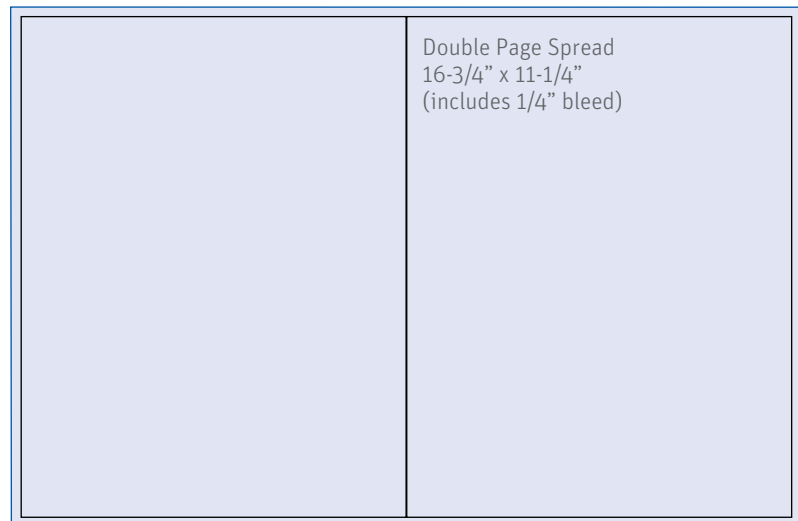
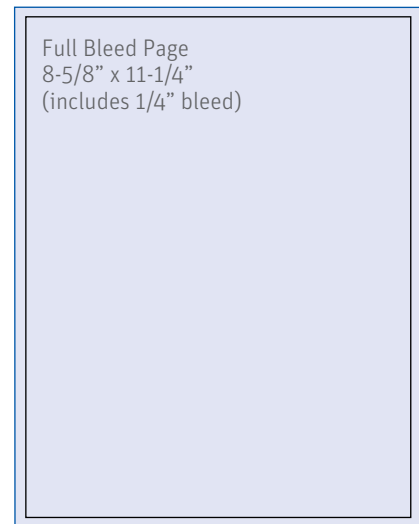
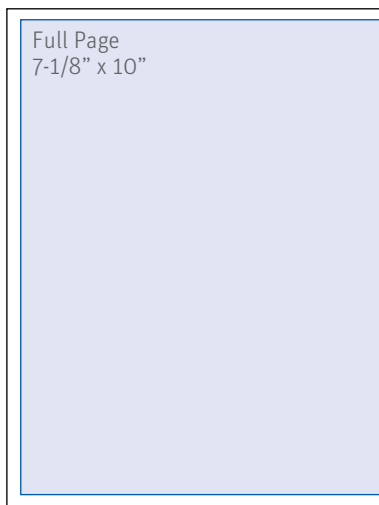
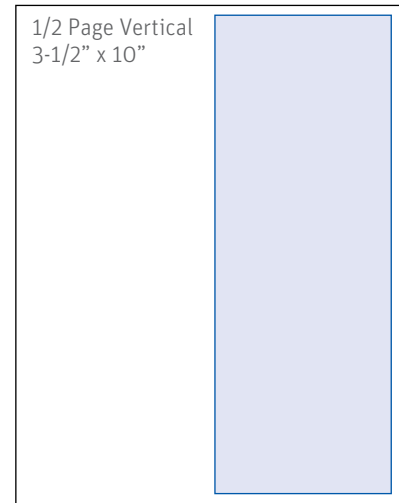
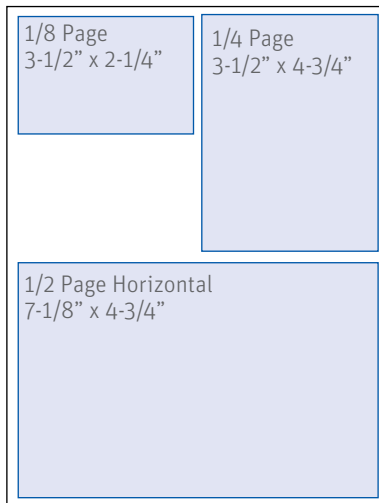
**EASY UPLOAD**

Send us files through our web interface,  
maximum size 500 megabytes.

Go to: [www.producer.com/ezupload/](http://www.producer.com/ezupload/)

## Ad Sizes & Rates

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



## Rates

Size	Black & White	Full Colour
1/8 page	\$575	\$775
1/4 page	\$1,350	\$1,550
1/2 page	\$2,700	\$3,100
Full page	\$5,400	\$6,200
DPS	\$10,800	\$12,400

Rates effective January 1, 2019