Ag Innovations

INNOVATION: It’s the lifeblood of progress and it’s what prairie farmers and agribusinesses are known for. That’s why INNOVATION is the topic of The Western Producer’s ultimate edition of 2018. Crops that flower on demand? Robots that guide chickens? New farm uses for lasers? Agricultural applications for 3D printing? These are just some of the topics we plan to explore.

The INNOVATION issue will also include results from a Western Canadian farmer survey about on-farm use and attitudes toward autonomous equipment, telematics, sensors and data. What priority do farmers put on these innovations? Is the industry ready to make full use of them? And what might be the return on investment?

Find out what farmers believe are the main benefits and barriers to widespread adoption of these innovative farm techniques and tools. You can be innovative with your advertising dollars. The INNOVATION issue is distributed between Christmas and the New Year, allowing farm families more time to read about what the future may hold for agriculture. Be a part of it.

## Advertising Rates

<table>
<thead>
<tr>
<th>Type</th>
<th>Rate</th>
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</thead>
<tbody>
<tr>
<td>Per agate line (flat)</td>
<td>$10.25</td>
</tr>
<tr>
<td>Per column inch</td>
<td>$143.50</td>
</tr>
<tr>
<td>Per page (5 columns by 196 lines)</td>
<td>$10,047</td>
</tr>
<tr>
<td>Junior page (full page magazine)</td>
<td>$5,740</td>
</tr>
<tr>
<td>Minimum space — 10 lines deep for each column crossed (banners excepted)</td>
<td>$5,740</td>
</tr>
<tr>
<td>Advertisements over 190 lines in depth charged as full column (196 lines)</td>
<td>$5,740</td>
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</tbody>
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## SPACE DISCOUNTS

Discounts apply to lineage – color and other charges do not qualify.

<table>
<thead>
<tr>
<th>Number of Lines</th>
<th>Discount</th>
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<tbody>
<tr>
<td>5,000 to 10,000 lines</td>
<td>5%</td>
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<tr>
<td>10,000 to 15,000 lines</td>
<td>7.5%</td>
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<tr>
<td>15,000 to 25,000 lines</td>
<td>10%</td>
</tr>
<tr>
<td>25,000 lines and over</td>
<td>15%</td>
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## SEE MECHANICALS SHEET FOR MECHANICAL REQUIREMENTS

- 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***

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** Stratus Agri-Marketing Study
** Ipsos Reid Ag Communications Review

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WWW.PRODUCER.COM
Column Sizes

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

**1 Column**
1.85"

$2,009 B&W

**2 x 150**
3.85" x 10.6875"

$3,075 B&W

**3 x 100**
5.85" x 7.125"

$3,075 B&W

**4 Column**
7.875"

$8,036 B&W

**Full Page**
5 Column
9.875" x 14"

$10,045 B&W

**Junior Page**
7.875" x 10"

$5,740 B&W

**Double Junior Page Spread**
16.5" x 10"

$11,480 B&W

**Banner Ad**
9.875" x 2"

$1,435 B&W

**Double Page Spread**
20.5" x 14"

$20,092 B&W

**COLOUR CHARGES**

Please add the following:
1 colour in addition to black: $500
2 colour in addition to black: $700
4 colour process: $1000
(minimum size 300 lines, banners excepted)