



(2017 ISSUE ON INNOVATIONS SHOWN ABOVE)

Publication Date:
Thursday, December 27, 2018

■ **THE WESTERN PRODUCER**

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■ **EASY UPLOAD**

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

■ **QUICK FACTS**

Size: Tabloid (10.75" x 15.5")
 Stock: Newsprint
 Published Thursday, December 27, 2018

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

■ **SPACE RATES**

Per agate line (flat) \$10.25
 Per column inch \$143.50
 Per page (5 columns by 196 lines) \$10,047
 Junior page (full page magazine)
 4 columns x 140 lines \$5,740
 Minimum space — 10 lines deep for each column crossed (banners excepted).
 Advertisements over 190 lines in depth charged as full column (196 lines).

■ **ADVERTISING BOOKING DEADLINES**

November 26, 2018

■ **SUPPLIED MATERIAL DEADLINES**

December 3, 2018
 (minimum size - 300 lines, banners excepted)
 Please Note: Spot color ads must be treated like a process color.
 Electronic files must have color produced using process colors.

■ **SPACE DISCOUNTS**

Given only on yearly contracts signed in advance.
 Discounts apply to lineage – color and other charges do not qualify.
 5,000 to 10,000 lines 5%
 10,000 to 15,000 lines 7.5%
 15,000 to 25,000 lines 10%
 25,000 lines and over 15%

■ **SEE MECHANICALS SHEET FOR MECHANICAL REQUIREMENTS**

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 Reid Ag Communications Review

Rates effective January 1, 2018



Column Sizes

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

1 Column
1.85"

MAX. 196 agates (14")

\$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)

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