Ag in Motion is Western Canada’s newest and only outdoor farm expo! This unique event will include a full-colour, glossy publication that will be the official guide to programming, demonstration schedules and site layout.

- Partnership with the Western Producer – Saskatchewan’s leading agriculture publication – ensures extended, targeted exposure for your business
- Convenient, easy-to-carry magazine format fits into your pocket or show bag. **50,000 COPIES TO BE DISTRIBUTED**
- Don’t miss the show! July 17 - 19, 2018, 15 min. NW of Saskatoon

**SPACE IS LIMITED – BOOK YOUR SPACE EARLY**

Booking & Material Deadline: May 17, 2018
Distribution: Inserted into Western Producer - July 5, 2018
For Further Information: 1-800-667-7776
Ag in Motion offers the unique opportunity for farmers to see the latest agricultural technology in action, up close and personal. Exhibitors will showcase their products and services in a new interactive way, with live demonstrations of field equipment, crops and services all in one place. It’s one thing to buy new products for your farm after reading about them, it’s another to see them in action side-by-side.

Cover & Colour Rates
Inside Covers. . . . . . . . . . . . . . . . . . . . . . . . $5800 + 4C
Outside Back Cover . . . . . . . . . . . . . . . . . . . . . $6000 + 4C

Rates effective January 1, 2018

Western Producer Quick Facts:

- 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
**Ad Sizes & Rates**

**NOTE:** Talk to your Advertising Consultant for other sizes and pricing. Prices below do not include GST.

<table>
<thead>
<tr>
<th>Ad Size</th>
<th>Dimensions</th>
<th>Full Colour</th>
<th>B&amp;W + one colour</th>
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<td>7.125” x 10”</td>
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<tr>
<td>Full Bleed Page</td>
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<td>$5800</td>
<td>$5400</td>
</tr>
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**Show Guide Dimensions**

- 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)

**Quick Facts**

- Size: Pony (8 1/8” x 10 3/4”)
- Stock: 45 lb. No. 4 UPM Gloss
- Ink Limit: 4.400% (240%)
- Dot Gain: 20%
- Line Screen: 200 lpi

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