The Western Canola and Pulse Crops Producer is dedicated to crops that are made-in-Canada success stories. Canola’s rise to prominence is well known and this Cinderella crop will rise even further with its demand as a healthy edible oil and a biodiesel feedstock. Today, pulse crops — peas, lentils, chickpeas and dry beans — are enjoying a similar ride. Canola and pulses are the hot crops in Western Canada and farmers will turn to this supplement for information, equipment and suppliers.

Cover & Colour Rates

**SPACE RATES**
- Inside Covers .................. $5,832 + 4C
- Outside Back Cover .......... $6,048+ 4C
- Centre Spread ............... $10,800 + 4C

**ADVERTISING BOOKING DEADLINES**
- NOVEMBER 6, 2018

**SUPPLIED MATERIAL DEADLINES**
- NOVEMBER 14, 2018

Rates effective January 1, 2018

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**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**
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**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
## Ad Sizes & Rates

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

<table>
<thead>
<tr>
<th>Ad Type</th>
<th>Dimensions</th>
<th>Full Colour Price</th>
<th>B&amp;W Price</th>
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<tbody>
<tr>
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<td>3.5” x 2.25”</td>
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<td>1/4 Page</td>
<td>3.5” x 4.75”</td>
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<td>Full Page</td>
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<td>Full Bleed Page</td>
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Prices do not include GST

**AGRONOMIC SUPPLEMENTS**

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<th>Image Size</th>
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<tr>
<td>16-1/4” x 10-3/4”</td>
<td>15-1/4” x 10”</td>
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</tbody>
</table>

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Rates effective January 1, 2018