The Western Producer presents Cattle Connect, a special section focused on herd health and management, livestock technology, swath grazing, calving tips and more. This section will be published six times a year, each one with a specific focus, designed to reach the cattle sector. This is an excellent opportunity to reach your target audience and showcase your financial business, products or services.

<table>
<thead>
<tr>
<th>Cattle Connect Topic / Theme</th>
<th>Publication dates</th>
<th>Ad copy &amp; booking deadline</th>
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<tr>
<td>Calf Care</td>
<td>January 24</td>
<td>January 14</td>
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<tr>
<td>Animal Health</td>
<td>February 21</td>
<td>February 11</td>
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<td>Post Calving Health</td>
<td>March 28</td>
<td>March 18</td>
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<tr>
<td>Handling Systems</td>
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<td>Pasture Health</td>
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<tr>
<td>Quality Beef/Healthy Sires</td>
<td>November 28</td>
<td>November 18</td>
</tr>
</tbody>
</table>

Space is limited! For more details or to book your spot, contact your rep today.
Ad Sizes & Rates
Talk to your Advertising Consultant for other sizes and pricing.

- **BANNER AD**
  - 5 columns x 28 ag
  - 9.875" x 2"
  - $910 FULL COLOUR

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  - (above is maximum size)
  - ONLY ONE AVAILABLE
  - $812.50 FULL COLOUR

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  - $3,185 FULL COLOUR

- **JUNIOR PAGE**
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  - 7.875" x 10"
  - $3,640 FULL COLOUR

- **FULL PAGE**
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Size: Tabloid (10.75" x 15.5")
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**Why choose us?**

- **The Western Producer** is Western Canada’s leading agricultural news source for farmers, reaching more than **112,000** people with every issue.
- **94 percent** of subscribers spend more than an **hour and a half each week** reading The Western Producer.
- Our subscribers farm about **58 million acres** or **90 percent** of the farmland in Western Canada.
- The Western Producer is **five times more likely** in print to be a farmer’s primary source of agricultural news and information compared to the next leading competitor.

**TOTAL PAID CIRCULATION:**
34,369

Rates effective January 1, 2019