

**THE WESTERN  
PRODUCER**

2019 RETAIL

**SPECIAL SERIES | CATTLE CONNECT**

with feature topics:

- ▶ CALF CARE
- ▶ ANIMAL HEALTH
- ▶ POST CALVING HEALTH
- ▶ PASTURE HEALTH
- ▶ QUALITY BEEF/HEALTHY SIRES
- ▶ HANDLING SYSTEMS



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.

<b>Cattle Connect Topic / Theme</b>	<b>Publication dates</b>	<b>Ad copy &amp; booking deadline</b>
Calf Care	January 24	January 14
Animal Health	February 21	February 11
Post Calving Health	March 28	March 18
Handling Systems	April 25	April 15
Pasture Health	May 2	April 22
Quality Beef/Healthy Sires	November 28	November 18

**SPACE IS LIMITED!** For more details or to book your spot, contact your rep today.

**The Western Producer**

1000 - 3530 Millar Avenue  
Saskatoon SK  
S7P 0B6

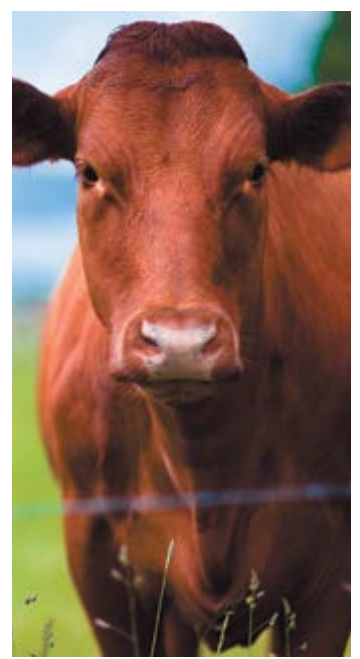
Phone: (306) 665-3500

Fax: (306) 653-8750

Toll Free: 1-800-667-7776

Advertiser must be relevant to the feature topics that they appear in.

# THE WESTERN PRODUCER



## SPECIAL SERIES | CATTLE CONNECT

### Ad Sizes & Rates

Talk to your Advertising Consultant for other sizes and pricing.

<b>BANNER AD</b> 5 columns x 28 ag 9.875" x 2"  <b>\$910 FULL COLOUR</b>	<b>SECTION EARLUG</b> 4.875" x 1.275" (above is maximum size) <b>ONLY ONE AVAILABLE</b>  <b>\$812.50 FULL COLOUR</b>	<b>3x100</b> 3 columns x 100 ag 5.85" x 7.14"  <b>\$1,950 FULL COLOUR</b>
<b>HALF PAGE</b> 5 col x 98 ag 9.875" x 7"  <b>\$3,185 FULL COLOUR</b>	<b>JUNIOR PAGE</b> 4 col x 140 ag 7.875" x 10"  <b>\$3,640 FULL COLOUR</b>	<b>FULL PAGE</b> 5 col x 196 ag 9.875" x 14"  <b>\$6,370 FULL COLOUR</b>

#### EASY UPLOAD

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

#### QUICK FACTS

Size: Tabloid (10.75" x 15.5")

Stock: ANC Newsprint

### 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