

**THE WESTERN
PRODUCER**

2019 RETAIL

SPECIAL SERIES

AROUND THE FARM

with feature topics:

- TIRES & TRACKS
- FARM BUILDINGS & SECURITY
- GRAIN STORAGE & HANDLING
- SEED EQUIPMENT
- TECHS & SPECS
- TILLAGE & SEEDING



The Western Producer presents **Around the Farm**, a special section focused on safety, equipment and outbuildings tailored for today's farm. This section will be published six times a year, each one with a specific focus, designed to reach agricultural customers. This is an excellent opportunity to reach your target audience and showcase your financial business, products or services.

| Around the Farm Topic / Theme | Publication dates | Ad copy & booking deadline |
|--|------------------------------|---|
| Tires & Tracks | March 7 | February 25 |
| Farm Buildings & Security | April 4 | March 25 |
| Grain Storage & Handling | June 6 | May 27 |
| Seed Equipment | September 19 | September 9 |
| Techs & Specs | October 31 | October 21 |
| Tillage & Seeding | December 5 | November 25 |

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

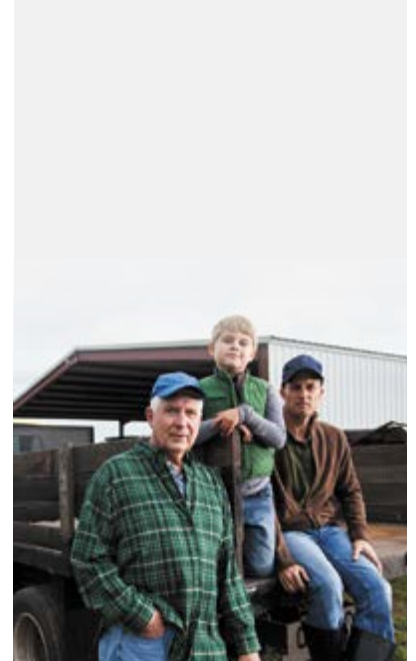
Fax: (306) 653-8750

Toll Free: 1-800-667-7776

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

THE WESTERN PRODUCER

SPECIAL SERIES | AROUND THE FARM



Ad Sizes & Rates

Talk to your Advertising Consultant for other sizes and pricing.

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

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: 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