The Western Producer presents Farm Progress Show, a special feature focused on what is happening at this year’s show. This feature will be published in the June 11 edition of The Western Producer. This is an excellent opportunity to reach your target audience and showcase your financial business, products or services.

June 16 - 18, 2020

<table>
<thead>
<tr>
<th>Farm Progress Show 2020</th>
<th>Publication dates</th>
<th>Ad copy &amp; booking deadline</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pre-show highlights</td>
<td>June 11</td>
<td>June 1</td>
</tr>
</tbody>
</table>

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

The Western Producer
1000-3530 Millar Ave.
Saskatoon, SK
S7P 0B6

PHONE: (306) 665-3500
TOLL FREE: 1.800.667.7776
FAX: (306) 653-8750
**Ad Sizes & Rates**

- **Banner Ad**
  - 5 columns x 28 ag
  - 9.875” x 2”
  - $875 FULL COLOUR

- **Section Earlug**
  - 4.875” x 1.275”
  - (above is maximum size)
  - $781 FULL COLOUR

- **1/6 Page**
  - 2 columns x 100 ag
  - 3.85” x 7.14”
  - $1,249 FULL COLOUR

- **1/4 Page**
  - 3 columns x 100 ag
  - 5.85” x 7.14”
  - $1,873 FULL COLOUR

- **Half Page**
  - 5 col x 98 ag
  - 9.875” x 7”
  - $3,059 FULL COLOUR

- **Full Page**
  - 5 col x 196 ag
  - 9.875” x 14”
  - $6,118 FULL COLOUR

**Why choose us?**

- The Western Producer is Western Canada’s leading agricultural news source for farmers, reaching more than 100,000 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 Agriculture news and informations compared to the next leading competitor.

**Total Paid Circulation:**

31,058

RATES EFFECTIVE JANUARY 1, 2020

**Quick Facts**

- Size: Tabloid (10.75” x 15.5”)
- Stock: ANC Newsprint

**Easy Upload**

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