

PUBLICATION DATE - October 17, 2019



Making crop choices for 2020 and beyond?

The Western Producer’s New Seed Variety Guide provides growers with the power to decide. Make your new seed varieties top of mind. Reach these growers early in the decision making process. This New Seed Variety Guide will only feature new seed varieties, from all the major and minor crops grown in western Canada, that were registered in the past 2 years. Your new varieties will be front and center and not competing for real estate with varieties that have had their day in the sun.

Also, the New Seed Variety Guide will provide a full editorial package. It will look at what’s really new in the seed industry and what is coming down the pipe that will help farmers reach their yield potential now and into the future.

Get in front of farmers who want to be the first to unlock the power a new seed variety can have on their farm. And don’t miss out on that cutting edge farmer telling everyone about it.

Cover & Colour Rates

■ **SPACE RATES**

| | |
|--------------------|-------------|
| Inside Covers | \$5916 + 4C |
| Outside Back Cover | \$5044 + 4C |

■ **COLOUR CHARGES**

| | |
|---|-------|
| Four colour process/Full Page | \$800 |
| Four colour process/Half Page | \$400 |
| Four colour process/Quarter and Eighth Page | \$200 |
| Black & one colour/Full Page | \$400 |
| Black & one colour/Half Page | \$200 |
| Black & one colour/Quarter and Eighth Page | \$100 |

■ **ADVERTISING BOOKING DEADLINES**

September 10, 2019

■ **SUPPLIED MATERIAL DEADLINES**

September 17, 2019

(2019 NEW SEED VARIETY GUIDE SHOWN)

BOOKING DEADLINE - SEPTEMBER 10, 2019

MATERIAL DEADLINE - SEPTEMBER 17, 2019

■ **PUBLICATION DATE**

October 17, 2019

■ **THE WESTERN PRODUCER**

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Toll Free 1-800-667-7776

■ **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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■ **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

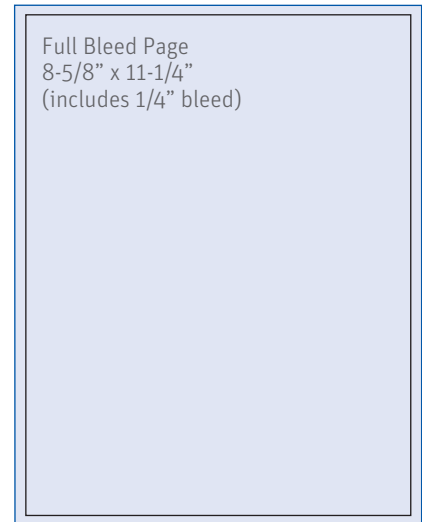
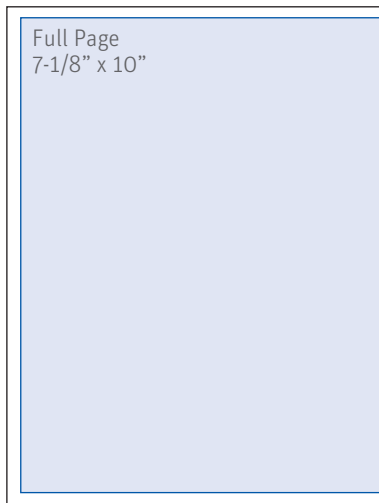
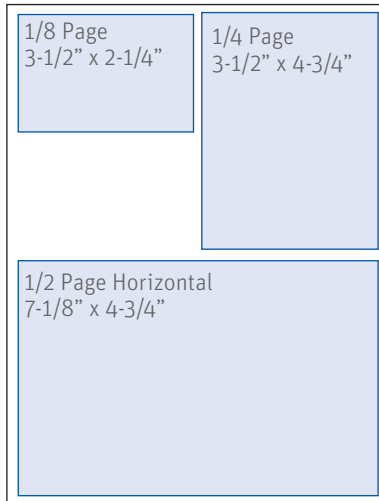
Rates effective January 1, 2019



(2019 NEW SEED VARIETY GUIDE SHOWN)

Ad Sizes & Rates

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



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■ AGRONOMIC SUPPLEMENTS

Prices do not include GST

Single Page Trim Size: 8-1/8" x 10-3/4"

Single Page Image Size: 7 1/8" x 10"

Single Page with Bleed: 8 5/8" x 11 1/4"

(includes 1/4" bleed)

Double Page Trim Size: 16-1/4" x 10-3/4"

Double Page Image Size: 15-1/4" x 10"

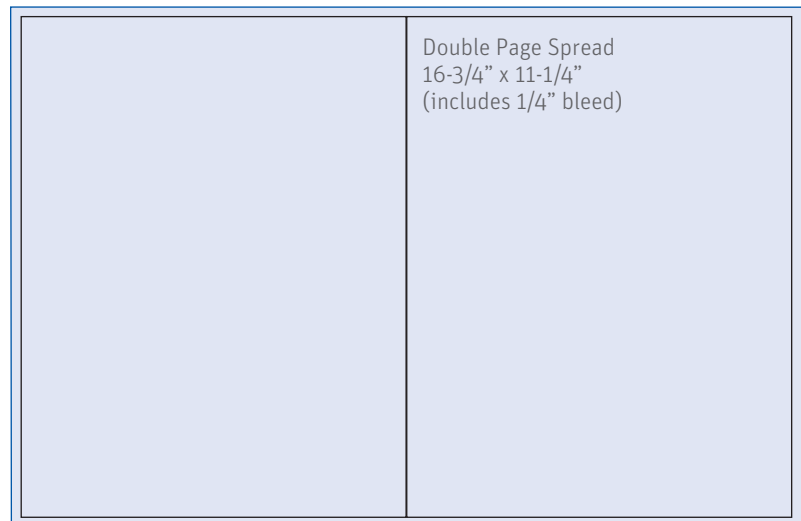
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Rates

| Size | Black & White | Full Colour |
|-----------|---------------|-------------|
| 1/8 page | \$575 | \$775 |
| 1/4 page | \$1,350 | \$1,550 |
| 1/2 page | \$2,700 | \$3,100 |
| Full page | \$5,400 | \$6,200 |
| DPS | \$10,800 | \$12,400 |

Rates effective January 1, 2019