

**THE WESTERN  
PRODUCER**

2020 RETAIL

**SPECIAL SERIES**

**PRECISION AG**

with feature topics:

- **PRECISION AGRONOMY**
- **DATA MANAGEMENT**



**The Western Producer** presents **Precision Ag**, a special section focused on technology, agronomy and new products tailored for today's farm. This section will be published three times a year, each one with a specific focus, designed to reach tech-savvy farmers who know the value of precision agriculture. This is an excellent opportunity to reach your target audience and showcase your financial business, products or services.

<b>Precision Ag Topic / Theme</b>	<b>Publication dates</b>	<b>Ad copy &amp; booking deadline</b>
Precision Agronomy	April 9	<b>March 30</b>
Data Management	July 9	<b>June 26</b>

**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

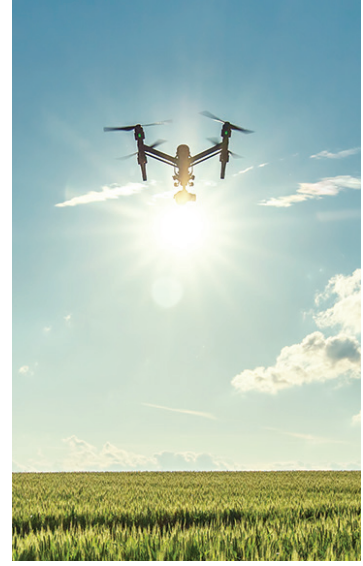
**Phone: (306) 665-3500**

**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 | PRECISION AG

### Ad Sizes & Rates

Talk to your Advertising Consultant for other sizes and pricing.

<p><b>BANNER AD</b> 5 columns x 28 ag 9.875" x 2"</p> <p><b>\$938 FULL COLOUR</b></p>	<p><b>SECTION EARLUG</b> 4.875" x 1.275" (above is maximum size)</p> <p><b>ONLY ONE AVAILABLE</b></p> <p><b>\$837.50 FULL COLOUR</b></p>	<p><b>3x100</b> 3 columns x 100 ag 5.85" x 7.14"</p> <p><b>\$2,010 FULL COLOUR</b></p>
<p><b>HALF PAGE</b> 5 col x 98 ag 9.875" x 7"</p> <p><b>\$3,283 FULL COLOUR</b></p>	<p><b>JUNIOR PAGE</b> 4 col x 140 ag 7.875" x 10"</p> <p><b>\$3,752 FULL COLOUR</b></p>	<p><b>FULL PAGE</b> 5 col x 196 ag 9.875" x 14"</p> <p><b>\$6,566 FULL COLOUR</b></p>

#### 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 **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 agricultural news and information compared to the next leading competitor.



**TOTAL PAID CIRCULATION:**

# 31,058

Rates effective January 1, 2020