



(COVER CONCEPT ONLY, SUBJECT TO CHANGE)

Publication Date:
Thursday, December 26, 2019

■ **THE WESTERN PRODUCER**

1000-3530 Millar Avenue
Saskatoon SK
S7K 2C4
Ph (306) 665-3500
Fax (306) 653-8750
Toll Free 1-800-667-7776

■ **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: Newsprint
Published Thursday, December 26, 2019

Sustainable Ag Through Innovation

Innovation is the lifeblood of progress and one of the things for which Prairies farmers and agribusinesses are known. Sustainability of innovation has allowed Canadian agriculture to remain successful.

Some of the topics we explore in our special year-end edition:

- Automation and its effects on agriculture
- Precision agriculture and its role in reducing ag's carbon footprint
- New protein markets driving plant breeding
- Sustainability audits and documenting field activities
- Livestock innovations such as methane capture and energy generation

Technologies that provide both savings and greater productivity are just one side of the equation. Sustainability is also measured through successful intergenerational transfer. Stories in this annual special edition will look at successful operations and what experts believe have made them stand the tests of time.

Maximize your innovative investments in agricultural marketing with The Western Producer this season. This special issue will be distributed over Christmas, when producers have more time to read and reflect on what the new year will bring for their businesses. **Add your message to ours.**

Advertising Rates

■ **SPACE RATES**

Per agate line (flat) \$10.25
Per column inch \$143.50
Per page (5 columns by 196 lines) \$10,045
Junior page (full page magazine)
4 columns x 140 lines \$5,740
Minimum space — 10 lines deep for each column crossed (banners excepted).
Advertisements over 190 lines in depth charged as full column (196 lines).

■ **ADVERTISING BOOKING DEADLINES**

November 25, 2019

■ **SUPPLIED MATERIAL DEADLINES**

December 2, 2019

(minimum size - 300 lines, banners excepted)

Please Note: Spot color ads must be treated like a process color.
Electronic files must have color produced using process colors.

■ **SPACE DISCOUNTS**

Given only on yearly contracts signed in advance.

Discounts apply to lineage – color and other charges do not qualify.

5,000 to 10,000 lines 5%
10,000 to 15,000 lines 7.5%
15,000 to 25,000 lines 10%
25,000 lines and over 15%

■ **SEE MECHANICALS SHEET FOR MECHANICAL REQUIREMENTS**

THE WESTERN PRODUCER

■ **Full coverage of Western Canada every week**

■ **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 Reid Ag Communications Review

Rates effective January 1, 2019



Column Sizes

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

1 Column
1.85"

MAX. 196 agates (14")

\$2,009 B&W

2 x 150
3.85" x 10.6875"

\$3,075 B&W

3 x 100
5.85" x 7.125"

\$3,075 B&W

4 Column
7.875"

\$8,036 B&W

Full Page
5 Column
9.875" x 14"

\$10,045 B&W

Junior Page
7.875" x 10"

\$5,740 B&W

Double Junior Page Spread
16.5" x 10"

\$11,480 B&W

Banner Ad
9.875" x 2"

\$1,435 B&W

Double Page Spread
20.5" x 14"

\$20,090 B&W

■ COLOUR CHARGES
Please add the following:
4 colour process: \$1,250
(minimum size 300 lines, banners excepted)

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