

PUBLICATION DATE - DECEMBER 12, 2019



(2019 SHOW GUIDE SHOWN ABOVE)

**2020 CROP PRODUCTION SHOW DATES
JANUARY 13-16**

The Western Canadian Crop Production Show has become Western Canada's premier grain & oilseed industry showcase by presenting information to producers on the latest technology, services, and products. Criteria for exhibiting at the show is very focused, leading to an event specifically geared toward the grain & oilseed industry. The exhibits you will find at the Western Canadian Crop Production Show are those directly related to crop production. Show visitors have come to appreciate this approach, and more than 95 percent of the people who walk through the doors are directly involved in grain production.

Cover & Colour Rates

■ **SPACE RATES**

Inside Covers \$6,749
Outside Back Cover \$6,969

■ **ADVERTISING BOOKING DEADLINES**

November 5, 2019

■ **SUPPLIED MATERIAL DEADLINES**

NOVEMBER 13, 2019

Rates effective January 1, 2019

■ **PUBLICATION DATE**

DECEMBER 12, 2019

■ **THE WESTERN PRODUCER**

1000 - 3530 Millar Avenue
Saskatoon SK
S7P 0B6
Ph (306) 665-3500
Fax (306) 653-8750
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**

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

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 Forward Ag Communications Review, April 2009

> Ad Sizes & Rates

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



JANUARY 13-16, 2020

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■ SHOW GUIDES

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"

Double Page with Bleed: 16-3/4" x 11-1/4"
(includes 1/4" bleed)

■ EASY UPLOAD

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1/8 Page
3.5" x 2.25"

FULL COLOUR \$928
B&W \$724

1/4 Page
3.5" x 4.75"

FULL COLOUR \$1,651
B&W \$1,447

1/2 Page Horizontal
7.125" x 4.75"

FULL COLOUR \$3,300
B&W \$2,892

1/2 Page Vertical
3.5" x 10"

FULL COLOUR \$3,300
B&W \$2,892

Full Page
7.125" x 10"

FULL COLOUR \$6,324
B&W \$5,508

Full Bleed Page
8.625" x 11.25"
(includes 1/4" bleed over the 8.125" x 10.75" trim page size)

FULL COLOUR \$6,324
B&W \$5,508

Rates effective January 1, 2019