

2020 | OFFICIAL SHOW GUIDE

RATE CARD & PRINT SPECIFICATIONS



SPACE IS LIMITED – BOOK EARLY



- ▶ **Advertising Booking and Material Deadline: May 22, 2020**
- ▶ **Publication Date: July 9, 2020**
- ▶ **Show Dates: July 21-23, 2020**

Reach more farmers with the Ag in Motion 2020 Official Show Guide. This full-colour, glossy publication is the OFFICIAL guide to programming, demonstrations, schedules and site layout.

Exhibitors will showcase their products and services in an interactive way, with live demonstrations of field equipment, crops and services all in one place. It's one thing to buy new products for your farm after reading about them, it's another to see them in action side-by-side.

- ▶ **30,000 COPIES TO BE DISTRIBUTED**
- ▶ Partnership with the **Western Producer** – Saskatchewan's leading agriculture publication – ensures extended, targeted exposure for your business
- ▶ Convenient, easy-to-carry magazine format fits into your pocket or show bag

Western Producer Quick Facts:

- ▶ 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**

**THE WESTERN
PRODUCER**

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* Stratus Agri-Marketing Study ** Ipsos Forward Ag Communications Review, April 2009



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Cover & Colour Rates

Inside Covers \$6,034 + 4C
Outside Back Cover \$6,242 + 4C

Show Guide Dimensions

Single Page Trim Size 8.125" x 10.75"
Single Page Image Size 7.125" x 10"
Single Page with Bleed..... 8.625" x 11.25"
(includes .25" bleed)
Double Page Trim Size 16.25" x 10.75"
Double Page Image Size..... 15.25" x 10"
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Quick Facts

Size Pony (8.125" x 10.75")
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Ink Limit300%
Dot Gain.....20%
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Rates effective January 1, 2020



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