

**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 two 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.

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

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

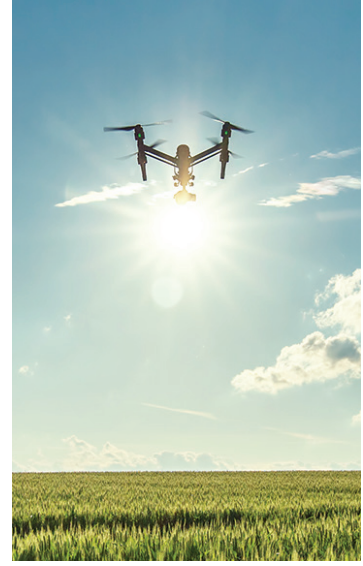
Phone: (306) 665-3500

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Advertiser must be relevant to the feature topics that they appear in.

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Ad Sizes & Rates

Talk to your Advertising Consultant for other sizes and pricing.

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

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: 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