

PUBLICATION DATE - APRIL 16 , 2020

SEE scenic 2020 SASKATCHEWAN



See Scenic Saskatchewan 2020

Looking for an escape this summer? Close your eyes and dream about a place with 100,000 lakes and rivers surrounded by beautiful parks and sandy beaches. Imagine paddling a canoe along the shore of your beachfront cabin, or saddling up a horse for a ride through the hills. There are hiking trails, beautiful golf courses, a variety of campgrounds, museums, festivals, historical sites, and so much more... Now, open your eyes and look up towards the sky to view countless flocks of birds, a stunning sunset, or the mysterious Aurora Borealis. This is Saskatchewan - the Land of Living Skies.

**IN-PAPER ROP FEATURE
PULLOUT SECTION**
FULL CIRCULATION

■ ADVERTISING BOOKING DEADLINE

APRIL 6, 2020

■ SUPPLIED MATERIAL DEADLINE

APRIL 9, 2020

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

■ PUBLICATION DATE

APRIL 16, 2020

■ THE WESTERN PRODUCER

1000-3530 Millar Avenue

Saskatoon SK

S7P 0B6

Ph 1-800-667-7776

Fax (306) 653-8750

Toll Free 1-800-667-7776

■ QUICK FACTS

Size: Tabloid (10.75 x 15.5")

Stock: 52 GSM EStar ANC newsprint

Ink Limit: 240%

Dot Gain: 32%

Line Screen: 150 lpi

■ EASY UPLOAD

Send us files through our web interface, maximum size 500 megabytes.

Go to: www.producer.com/ezupload/

Ad Sizes & Rates

All modular sizing to allow for better stacking of ads during layout. See below



**Call Toll Free
1-800-667-7776**
To speak to your
Advertising Consultant

■ ADVERTISING BOOKING DEADLINE

APRIL 6, 2020

■ SUPPLIED MATERIAL DEADLINE

APRIL 9, 2020

■ PUBLICATION DATE

APRIL 16, 2020

■ ROP FEATURE AD SIZES

Prices do not include GST

2 col x 49 ag (3.85" x 3.5")

3 col x 49 ag (5.85" x 3.5")

2 col x 98 ag (5.85" x 7")

3 col x 98 ag (5.85" x 7")

Half Page - 5 col x 98 ag (9.875" x 7")

Full Page - 5 col x 196 ag (9.875" x 14")

■ EASY UPLOAD

Send us files through our web interface,
maximum size 500 megabytes.

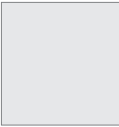
Go to: www.producer.com/ezupload/

Rates effective January, 2020

2 columns x 49 ag
3.85" x 3.5"

**\$449 FULL
COLOUR**


\$368 B&W



3 columns x 49 ag
5.85" x 3.5"

**\$663 FULL
COLOUR**

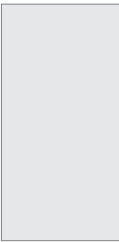
\$541 B&W



2 columns x 98 ag
3.85" x 7"

**\$857 FULL
COLOUR**

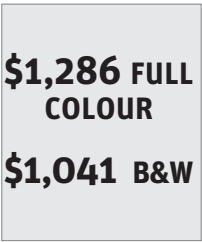
\$694 B&W



3 columns x 98 ag
5.85" x 7"

**\$1,286 FULL
COLOUR**

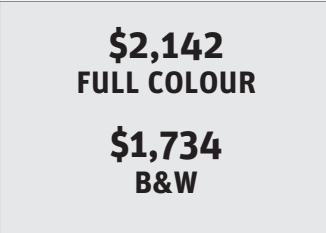
\$1,041 B&W



HALF PAGE
5 col x 98 ag
9.875" x 7"

**\$2,142
FULL COLOUR**

**\$1,734
B&W**



FULL PAGE
5 col x 196 ag
9.875" x 14"

**\$4,284
FULL COLOUR**

**\$3,468
B&W**

