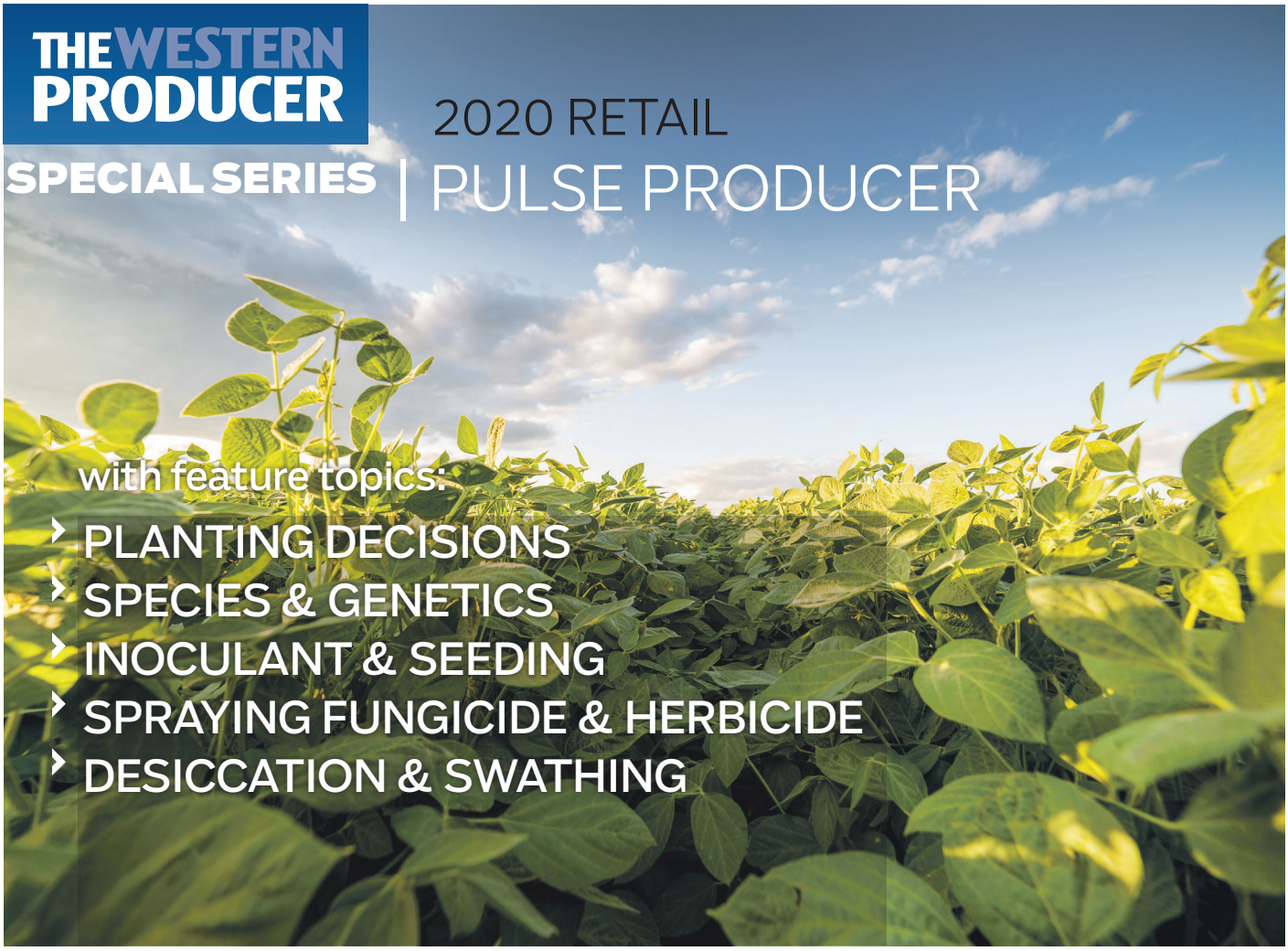
THE WESTERN PRODUCER

SPECIAL SERIES

2020 RETAIL | PULSE PRODUCER



with feature topics:

- PLANTING DECISIONS
- SPECIES & GENETICS
- INOCULANT & SEEDING
- SPRAYING FUNGICIDE & HERBICIDE
- DESICCATION & SWATHING

The Western Producer is featuring, five times each year, a special editorial product focused on pulse crop production. From the choices of crops and cropping strategy, through the logistics and agronomy of seeding to mitigating risk, both physical and financial, the state of the markets and new developments in processing and delivery, our team of reporters will be focusing on the business of pulse production in Canada in this special series. This is in addition to our weekly and daily coverage of the pulse industry in The Western Producer and producer.com and through Markets Moment SE special-crops prices newsletter.

Pulse Producer Topic / Theme	Publication dates	Ad copy & booking deadline
Decision to Plant	February 6	January 27
Choices for species & genetics	March 19	March 9
Inoculants and seeding related content	April 16	April 6
Herbicide and fungicide spraying	May 28	May 15
Desiccation & Swathing	July 23	July 13

SPACE IS LIMITED! For more details or to book your spot, contact your rep today.

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Toll Free: 1-800-667-7776

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.

BANNER AD
5 columns x 28 ag
9.875" x 2"
$938 FULL COLOUR

SECTION EARLUG
4.875" x 1.275"
(above is maximum size)
ONLY ONE AVAILABLE
$837.50 FULL COLOUR

3x100
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$2,010
FULL COLOUR

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$3,283
FULL COLOUR

JUNIOR PAGE
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$3,752
FULL COLOUR

FULL PAGE
5 col x 196 ag
9.875" x 14"
$6,566
FULL COLOUR

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.

5x

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