

# THE WESTERN PRODUCER

## 2021 RETAIL SPECIAL SERIES | 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](http://producer.com) and through Markets Moment SE special-crops prices newsletter.

<b>Pulse Producer Topic / Theme</b>	<b>Publication dates</b>	<b>Ad copy &amp; booking deadline</b>
Decision to Plant	February 4	January 25
Choices for species & genetics	March 18	March 8
Inoculants and seeding related content	April 15	April 5
Herbicide and fungicide spraying	May 27	May 17
Desiccation & Swathing	July 22	July 12

**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

Fax: (306) 653-8750

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.

<p><b>BANNER AD</b> 5 columns x 28 ag 9.875" x 2"</p> <p><b>\$957 FULL COLOUR</b></p>	<p><b>SECTION EARLUG</b> 4.875" x 1.275" (above is maximum size)</p> <p><b>ONLY ONE AVAILABLE</b></p> <p><b>\$854 FULL COLOUR</b></p>	<p><b>3x100</b> 3 columns x 100 ag 5.85" x 7.14"</p> <p><b>\$2,050 FULL COLOUR</b></p>
<p><b>HALF PAGE</b> 5 col x 98 ag 9.875" x 7"</p> <p><b>\$3,349 FULL COLOUR</b></p>	<p><b>JUNIOR PAGE</b> 4 col x 140 ag 7.875" x 10"</p> <p><b>\$3,827 FULL COLOUR</b></p>	<p><b>FULL PAGE</b> 5 col x 196 ag 9.875" x 14"</p> <p><b>\$6,697 FULL COLOUR</b></p>

#### EASY UPLOAD

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

Go to: [www.producer.com/ezupload/](http://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, 2021