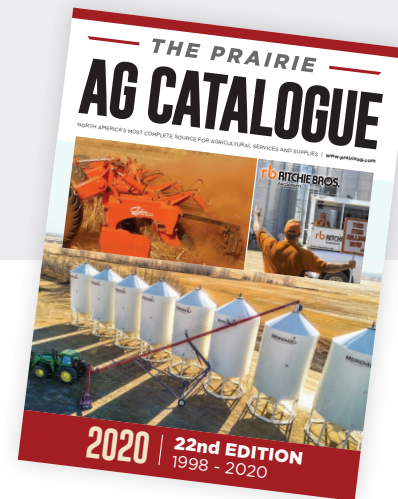


# THE PRAIRIE AG CATALOGUE

2021 RATE CARD  
Distribution & Circulation

NORTH AMERICA'S AGRICULTURAL CATALOGUE & WEB SOURCE



## DISTRIBUTION

### Canadian Edition Circulation

The Prairie Ag Catalogue will be distributed in the west with Ag Dealer in mid-January. The Ontario distribution through Ag Dealer will be in early February.

## CIRCULATION

Canadian - Western Circulation	92,002
Canadian - Eastern Circulation	10,000
U. S. Circulation	43,485

### Total North American Circulation: 145,487

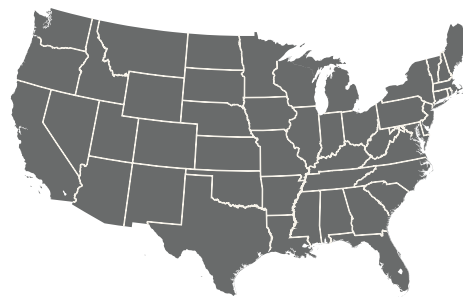
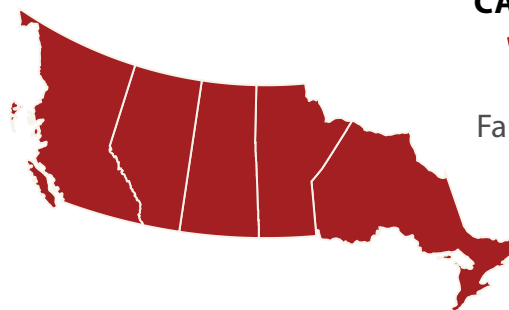
U.S. farm mailings are addressed to rural farm households with a gross farm income of:

**\$500,000+** in these states: Montana, Nebraska, North Dakota, South Dakota

**\$650,000+** in these states: Colorado, Idaho, Minnesota, Montana, Nebraska, North Dakota, South Dakota, Washington, Wyoming

**\$2,000,000+** or more in all states listed above plus the other 42 mainland states

View our *COMPLETE CATALOGUE* online at [www.prairieag.com](http://www.prairieag.com)



### CANADIAN CIRCULATION

# 102,002

Farms, Ranches & Agribusiness

### UNITED STATES CIRCULATION

# 43,485

Farms, Ranches & Agribusiness

# BOOK NOW!

Space & Copy Deadline: **November 19, 2020**

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THE PRAIRIE  
AG CATALOGUE

THE PRAIRIE AG CATALOGUE 2021

## NORTH AMERICAN MANUFACTURER'S CATALOGUE

(color only)

Available to manufacturers and distributors of products targeted to farms and ranches. By purchasing multiple spaces you can feature several products in the same ad. Distributed free of charge to Western Canada and Ontario, plus an additional 61,761 to selected farms and ranches in the United States.

Advertisers are reminded that one large photo is preferable to several small ones that are difficult to distinguish. Printed at 300 DPI on gloss, heatset web. No bleeds available. Splits available on request.

<b>Full Page</b>	<b>6.75" x 9.75"</b>	<b>\$5,300</b>
Includes \$1,200 credit in Canadian directory listings pages.		
<b>3/4 Page</b>	<b>6.75" x 7"</b>	<b>\$3,990</b>
Includes \$700 credit in Canadian directory listings pages.		
<b>1/2 Page</b>	<b>6.75" x 4.625"</b>	<b>\$2,730</b>
Includes \$500 credit in Canadian directory listings pages.		
<b>1/4 Page</b>	<b>6.75"W x 2.3125"H</b> horizontal <b>3.25"W x 4.625"H</b> vertical	<b>\$1,450</b>
Includes \$300 credit in Canadian directory listings pages.		

## SPECIAL POSITIONS

Involving space near indexes, first and last pages, etc. are available at a 20% premium over regular ad rates. Available on a first come, first serve basis.

## SPECIAL POSITION RATES

8"x 10.625" - 300 DPI - four color process included

<b>Outside Back</b>	<b>\$16,500</b>
<b>Inside Back</b>	<b>\$15,500</b>
<b>Inside Front</b>	<b>\$15,500</b>

## SUBMITTING AD MATERIALS:

### Glacier FarmMedia

1666 Dublin Ave. Winnipeg, MB R3H 0H1

**Toll Free:** 1-888-999-4178 **Fax:** 204-253-0879

**Email ad material:** pacproduction@farmmedia.com

## CANADIAN DIRECTORY LISTING & DISPLAY ADVERTISEMENTS

Printed on newsprint

<b>Bold Listing</b>	<b>\$100</b>
<b>Super Bold Color</b>	<b>\$300</b>

Includes a box, your company name, address & phone number plus 2 lines of copy at 40 characters per line.

<b>Quarter Column (QC)</b> 2.125" x 2.3125"	<b>\$400</b>
<b>Double Quarter Column (DQC)</b> 4.4375" x 2.3125" horizontal 2.125" x 4.625" vertical	<b>\$520</b>
<b>Double Half Column (DHC)</b> 4.4375" x 4.625"	<b>\$1,440</b>
<b>Half Page (HP)</b> 6.75" x 4.625" horizontal only	<b>\$2,350</b>

## AD SPECIFICATIONS

Electronic files must arrive in press-ready (high res X1A file) Acrobat PDF format (8.0 compatible). When saving a file in PDF format ensure all fonts are embedded and limit photo resolution to 300 dpi. Colour ads must be CMYK, RGB images are not acceptable. Files must be sent electronically by e-mail to **ads@fbcpublishing.com**

OR uploaded by ftp to **vip.fbcpublishing.com**.

## INTERNET ADS & LINKS

Expand your advertising Online. We will re-create your ad and optimize it for web viewing and include a link to your website if applicable.

**\$50**

## FOR FURTHER INFORMATION PLEASE CONTACT:

### Western Producer

1000 - 3530 Millar Avenue, Saskatoon SK S7B 0B6

**Phone:** 306-665-3595 **Email:** advertising@producer.com

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