

GLACIER farmmedia

GROWPRO

The background of the entire page is a photograph of two men in a field, silhouetted against a bright sunset. They are shaking hands, and the man on the right is holding a clipboard. The scene is bathed in the warm, golden light of the setting sun, with some foliage visible in the foreground.

ADVANCING
AGRONOMY IN
WESTERN
CANADA

2021 MEDIA KIT



THE MAGAZINE FOR AGROLOGISTS AND AGRONOMISTS

GrowPro magazine is the go-to resource for Western Canadian agronomists and agrologists seeking the latest news and information on research, technology and trends that make a practical difference in the field.

Published four times a year, **GrowPro** includes current professional development information, advice columns from professionals for professionals, and helpful quick tips so crop professionals remain competitive in a rapidly advancing sector.



Covers from December 2019,
June 2020 and March 2020





RATES & DATES

PUBLICATION SCHEDULE

ISSUE	ISSUE DATE	BOOKING & MATERIAL DEADLINE
2021		
Spring	March 5	January 27
Summer	June 18	May 11
Fall	October 15	September 14
Winter	December 3	November 2

AD RATES

**All rates effective as of June 1, 2020.
Full colour included in all advertisements.**

Double page spread, 1/4" bleed	\$4,800
Full page, regular or 1/4" bleed	\$2,400
Half page, horizontal or vertical	\$1,400
1/4 page	\$800
Outside back cover, 1/4" bleed	\$2,688
Inside front cover, 1/4" bleed	\$2,688

AD SIZES

Full page, no bleed	7" x 10"
Full page with 1/4" bleed	8.625" x 11.25"
Double page spread, no bleed	15" x 10"
Double page spread with 1/4" bleed	16.75" x 11.25"
1/4 page horizontal ad	7" x 2.25"
1/4 page vertical ad	3.375" x 4.75"
1/2 page vertical ad	3.375" x 9.75"
1/2 page horizontal ad	7" x 4.75"





LET'S STAY IN TOUCH

For all advertising inquiries please contact:

GLACIER FARMMEDIA REPRESENTATIVE
TOLL FREE: 1.800.667.7776 ext. 4

TECHNICAL SPECS

Finished page size (product dimensions)	8.125" x 10.75"
Maximum page image size	7" x 10"
Bleed page size (1/4" bleed)	8.625" x 11.25"
Spot colour	made from process colours
4 colour (CMYK)	available
Ink limit	300%
Dot gain	27%
Line screen	200 lpi
Image resolution (contone)	300 ppi
Image resolution (line art, minimum)	600 ppi
Image resolution (line art, maximum)	2,400 ppi

SENDING FILES:

Email: creative@producer.com for files up to 10MB. ZIP files are preferred.

Media: CD, DVD, thumb drive, USB or Flash drive.

Web upload: Material may be sent using the upload manager at www.producer.com/ezupload/ (please note the trailing backslash) To ensure success the files should be stuffed or zipped (and have the appropriate .sit or .zip suffixes). Maximum file size is 500 MB per upload.

Preferred format: PDF/X-1a

Accepted formats: Press-ready PDF, EPS, TIFF, PSD, some native file formats (see below).

Colour space: CMYK, grayscale, black & white.

SUPPORTED SOFTWARE:

Adobe InDesign: We cannot accept 1.0, 1.5. versions.

Fonts: Type 1 Postscript, Embeddable TrueType, and OpenType are accepted. MultipleMaster and Type 3 fonts NOT accepted. We will substitute OpenType fonts for TrueType fonts that cannot be embedded in a PDF.

Other information:

Dimensions listed in the mechanical specifications page are horizontal x vertical. PPI (pixels per inch) refers to the resolution of an image AT ITS PRINTED SIZE. An image pulled off the web is typically at 72 ppi and will only reproduce well when scaled to 25% of size for supplements.





TERMS & CONDITIONS

NEW ACCOUNTS

Transient and new accounts, cash with order. Credit applications are required on all new accounts that have not authorized credit card payments.

TERMS

Accounts payable in Canadian funds. Net 30 days. Publisher reserves the right to charge 1.5% interest per month (18% per year) on overdue accounts.

CONTRACTS & SCHEDULES

Contracts are based on volume committed in advance for a 12-month period. Advertising not scheduled and contracted for will be immediately subject to any rate change. Contracted advertising will be rate protected for 3 months.

The publisher is not bound by any conditions, printed or otherwise, appearing on contracts or copy instructions when such conflict with the provisions of this rate card.

Contracts for advertising at other than published rates will not be accepted. The publisher reserves the right to hold any advertiser and its advertising agency jointly and severally liable for such monies as are due and payable to the publisher.

COMMISSION

15% will be paid to recognized agencies on the gross charges for space, colour, and position, when ad copy is forwarded via www.producer.com/ezupload/ or e-mail.

ADVERTISING CONTENT

All copy subject to the approval of the publisher, who reserves the right to reject, discontinue, or omit any advertisement or cancel any advertising contract without penalty to either party.

Publisher reserves the right to place the word "Advertisement" centered in 8pt Helvetica over any paid announcement.

CANCELLATIONS

No cancellations accepted after closing date. Cancellation of advertisements that have been set will be subject to production charge.

LIABILITY

Advertiser and advertising agency assume liability for content (including text, representations, and illustrations in advertisements printed) and also assume responsibility for any claims arising therefrom made against the publisher.

COLOUR REPRODUCTION

Publisher will not be responsible for unsatisfactory reproduction of colour advertisements unless accurate colour proofs are supplied. Make-good insertion will not be granted on minor errors which do not affect the value of the whole advertisement. Publisher's liability will not exceed the cost of the area of the space occupied by the error, whether the error is due to the negligence of its servants or otherwise. There shall be no liability for non-insertion beyond the amount paid for such advertisement. No allowance for errors in key numbers.

EXCLUSIVITY

We do not offer exclusivity for front page banners, ear lugs, banner wraps, outside back pages, inserts, etc.

SPECIAL SERVICES

When publisher must provide artwork, advertiser will be billed at cost. Publisher reserves the right to charge for changes required to customer supplied material.

NO DISCOUNTS APPLY

