

MEDIA KIT

2021

NATIONAL
ADVERTISERS

**THE WESTERN
PRODUCER**





THE NEWSPAPER FOR AG PROFESSIONALS & PRODUCERS

The Western Producer — always your first choice

The Western Producer is Western Canada's most respected **paid** farm paper. Strong and stable for over 95 years, *The Western Producer* has earned the trust of farmers and advertisers alike. Week after week, it delivers the information farmers have come to rely on.

About our audience:

75%
of Western Producer readers read
all or most of their editions.*

3.2
Readers per copy.*

75%
use The Western Producer for
business management, crop
production or purchasing decisions.*

97%
find the information in The Western
Producer to be very useful.*

CIRCULATION:

28,000+
Western Producer subscribers

*Western Producer Readership
Survey; September, 2017.

Prepared by Bramm Research Inc.





ROP RATES & SIZES

Display rates

Size	4 colour	Black & White
Full page	\$11,491	\$10,241
Junior page	\$7,102	\$5,852
1/2 page	\$6,371	\$5,121
1/4 page (3x100)	\$4,385	\$3,135
2X140	\$4,176	\$2,926
2 inch deep banner	\$2,713	\$1,463

Advertising booking deadlines

- Tuesday noon, one week prior to publication.

Supplied material deadlines

- Wednesday noon, one week prior to publication.

Space rates

Black & white	
Per agate line (flat)	\$10.45
Per column inch	\$146.30
Per page (5 col. x 196 ag)	\$10,241
Junior page (4 col. x 140 ag) (full page magazine)	\$5,852

Full colour

- For full colour (4C), add \$1,250 per page.
- For spot colour, add \$500 per page.

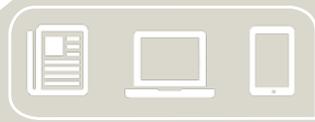
Minimum 15% on all guaranteed placements.
Price may vary depending on request.

Space discounts

Discounts apply to lineage and colour charges. Other charges for items such as plate changes do not qualify for discounts or agency commission.

5,000 to 12,000 lines	5%
12,000 to 20,000 lines	7%
20,000 to 30,000 lines	10%
30,000 to 40,000 lines	13%
40,000 lines and over	16%

PLEASE NOTE: Minimum space — 10 lines deep for each column crossed (banners excepted). Advertisements over 190 lines in depth charged as full column (196 lines). Electronic files must have colour produced using CMYK process colours. Custom spot colour matched in process. Spot colour available upon request. All rates are net and in Canadian dollars. Rates do not include GST. Agency commission can be applied to the above rates unless otherwise stated.





EDITORIAL FEATURES

Get your business noticed by readers. Place your ad in our special features which focus on a topic or area of farm business or lifestyle

- The **After the Farm** series deals with finance issues that are somewhat unique to farm families looking at strategies to manage succession and estate planning.
- The **Around the Farm** series focuses on safety, equipment, precision agriculture, outbuildings and recreational activities tailored for today's farm. This isn't your grandfather's farm, this is modern agriculture with today's efficiency standards.
- The **Cattle Connect** series focuses on herd health and management, livestock technology, swath grazing, calving tips and more. 27% of our subscribers report owning cattle as their main source of farm income. 80% of Canadian beef production takes place in western Canada.
- The **Pulse Producer** series will be focusing on the business of pulse production in Canada. Our team of reporters will cover wide variety of topics from pulse crop choices and cropping strategy, to mitigating risk, both physical and financial. Our team will review the state of the markets and new developments in processing and delivery.
- The **Western Producer 52nd issue** dedicates the entire issue to the subject of new innovations in agriculture. The Innovation Issue talks about the innovators and the technology used to help farmers grow more food in a safer manner for a discerning consumer and growing population.

See the editorial calendar on the next page.





2021 editorial features calendar

Feature	Feature Focus	Publication Date	Feature	Feature Focus	Publication Date
Cattle Connect	Calf Care	January 28, 2021	Pulse Producer	Spraying Fungicide & Herbicide	May 27, 2021
Pulse Producer	Planting Decision	February 4, 2021	Around the Farm	Grain Storage & Handling	June 3, 2021
After the Farm	Post-Retirement	February 11, 2021	Canada's Farm Show	Canada's Farm Show Event	June 10, 2021
Cattle Connect	Animal Health	February 18, 2021	Around the Farm	Precision Ag, Data Collection	July 8, 2021
Around the Farm	Tires & Tracks	March 4, 2021	Pulse Producer	Desiccation & Swathing	July 22, 2021
Pulse Producer	Species & Genetics	March 18, 2021	After the Farm	Post Retirement	July 29, 2021
Cattle Connect	Post Calving Health	March 25, 2021	Around the Farm	Seed Equipment	September 16, 2021
Around the Farm	Farm Buildings & Security	April 1, 2021	Agri-Trade Show	Agri-Trade Show Event	October 21, 2021
Around the Farm	Precision Agronomy	April 8, 2021	After the Farm	Financial Planning	October 21, 2021
Pulse Producer	Inoculants & Seeding	April 15, 2021	Cattle Connect	Quality Beef/Healthy Sires	November 25, 2021
Cattle Connect	Handling Systems	April 22, 2021	Around the Farm	Tillage & Seeding	December 2, 2021
Cattle Connect	Pasture Health & Grazing	April 29, 2021	After the Farm	Post Retirement	December 16, 2021
After the Farm	Estate Planning	May 20, 2021	The 52nd Issue	The Innovation Issue	December 30, 2021

Booking deadline: Monday noon, one week prior to publication. Material deadline: Wednesday noon, one week prior to publication.

Advertiser must be relevant to the feature topics that they appear in.





WINDOW ON THE WEST: ADVERTISING FEATURE

Does your company have a story to tell?

Want to stand out and raise your corporate image? Promote a new business expansion or a new product line? Perhaps your business is new to the world of agriculture? Let us tell your story with our featured Window on the West — a look at businesses impacting agriculture in the 21st century.

Advertisers supply the half page ad and *The Western Producer* supplies the space and a freelance journalist to create a half page business profile, on any aspect of your business that you wish to feature.

Your company benefits directly from the power of full page impact advertising, yet your investment is only the advertisement portion of this special feature.

Contact your advertising consultant to get your story started.

THE WESTERN PRODUCER
WINDOW on the WEST
Your local post frame experts

INTEGRITY Post Structures
Your local post frame experts

Integrity Post Structures offers Turnkey Construction Services

SECURED VALUE
Permanently concrete post system

PERMA-COLUMN: PERMANENT CONCRETE POST SYSTEM

INTEGRITY Post Structures
Your local post frame experts

THE WESTERN PRODUCER
WINDOW on the WEST

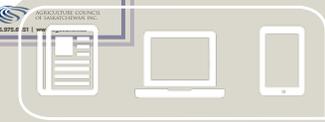
LEVY CENTRAL - 23 Years of Excellent Service

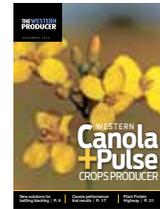
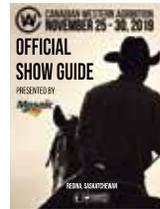
LEVY CENTRAL
306.876.8121 | www.levycentral.ca

LEVY CENTRAL
306.876.8121 | www.levycentral.ca

- Canada's oldest & most trusted Agricultural Supply Chain since 1908
- Agri Reproduction & Seed Services
- New Breed Development Services
- Analysis & Field Reports
- Agri Production & Quality Services
- Specialized Bulk Bags with Great Health Records
- Reliable Farm & Field Services

AGRICULTURE COOPERS
306.876.8121





SUPPLEMENT SCHEDULE

A major network advantage

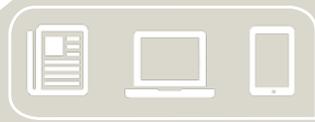
The Western Producer has partnerships with seed associations, commodity groups and government agencies to provide our readers with key agronomic information to make strategic and well-informed decisions for their farm business.

Additionally, through our partnerships with the major farm shows in Western Canada, we publish their official show guides helping farmers navigate the shows to make the most out of their trip.

These supplements provide great advertising opportunities to reach farmers as they make purchasing decisions.

Supplements in orange indicate quarter-fold flyer format, blue indicates magazine-sized format. Rates for the supplements vary based on distribution. Contact your advertising consultant for details.

SUPPLEMENT NAME	PUBLICATION DATE	BOOKING DEADLINE	MATERIAL DEADLINE
Western Showcase	Jan. 14, 2021	Dec. 31, 2020	Jan. 4, 2021
Western Showcase	Feb. 11, 2021	Jan. 29, 2021	Jan. 27, 2021
GrowPro Magazine	March 5, 2021	Jan. 27, 2021	Feb. 17, 2021
Western Showcase	March 11, 2021	Feb. 26, 2021	Mar. 1, 2021
Yield Saskatchewan 2021	Mar. 18, 2021	Feb. 15, 2021	Feb. 19, 2021
Western Showcase	April 8, 2021	Mar. 26, 2021	Mar. 29, 2021
Western Showcase	May 13, 2021	April 30, 2021	May 3, 2021
Western Showcase	June 10, 2021	May 28, 2021	May 31, 2021
GrowPro Magazine	June 18, 2021	May 11, 2021	May 21, 2021
Ag In Motion Showguide	July 8, 2021	May 21, 2021	June 10, 2021
Western Showcase	July 8, 2021	June 25, 2021	June 28, 2021
Western Showcase	Aug. 12, 2021	July 30, 2021	July 30, 2021
Western Showcase	Sept. 9, 2021	Aug. 27, 2021	Aug. 30, 2021
New Seed Variety Guide	Sept. 30, 2021	Aug. 25, 2021	Aug. 31, 2021
Western Showcase	Oct. 14, 2021	Oct. 1, 2021	Oct. 4, 2021
GrowPro Magazine	Oct. 15, 2021	Sept. 14, 2021	Oct. 1, 2021
Ag College Guide	Nov. 4, 2021	Sept. 28, 2021	Oct. 5, 2021
Western Showcase	Nov. 11, 2021	Oct. 29, 2021	Nov. 3, 2021
Canadian Western Agribition	Nov. 11, 2021	Oct. 5, 2021	Oct. 13, 2021
GrowPro Magazine	Dec. 3, 2021	Nov. 2, 2021	Nov. 12, 2021
Crop Production	Dec. 9, 2021	Nov. 2, 2021	Nov. 9, 2021
Western Showcase	Dec. 9, 2021	Nov. 26, 2021	Nov. 29, 2021
Western Canola & Pulse Crops Producer	Dec. 9, 2021	Nov. 2, 2021	Nov. 9, 2021
Manitoba Ag Days	Dec. 23, 2021	Nov. 9, 2021	Nov. 17, 2021
Saskatchewan Seed Guide	Jan. 6, 2022	Nov. 16, 2021	Nov. 24, 2021





INSERTS

Make sure your product information or brochure reaches the largest possible group of Western Canadian farmers — and the most influential. Distribute it as an insert in *The Western Producer*.

Intelligent Inserting

Target your core customer using *The Western Producer's* intelligent inserting capabilities. Inserts can be delivered to specific provinces, soil zones and FSA (Forward Sortation Areas, ie: postal codes)

The Western Producer also offers you the ability to target your message by demographics. For example, perhaps you'd like to reach our subscribers who grow 760 acres or more of cereals — we can do it! Maybe you'd like to convey a message to the canola producers who grow 400 acres or more of canola — we can do it!

Intelligent inserting is effective and cost-efficient, and another reason to consider using *The Western Producer* in your advertising program. Contact your advertising consultant for quantities and pricing. See the next page for packaging and delivery instructions.





Insertion & shipping instructions

Ship your inserts to:

Estevan Web Printing
#1 Breeze Street, Estevan, SK S4A 2A6
Phone: (306) 634-9556

Delivery deadlines:

All supplied material is required at least 10 days prior to publication date. Regular receiving hours are from 8:00 am to 4:00 pm Monday - Friday at receiving door 1.

Mark all shipments with the following:

- Total number of inserts
- Delivery date to Estevan plant

Mark all cartons with the following:

- name of insert
- total number of inserts in each carton
- INSERT INTO: publication name
- If multiple inserts, boxes must be clearly marked as to each insert

Weight of cartons must not exceed 40 lb.

(18.14 kg.) Skid cartons are preferred to be in boxes. Gloss inserts should be square stacked in skid cartons with bundles turned every 50 – 100 depending on insert thickness.

Skids

The base of the skid must be solid without gaps so the inserts are not damaged. The skid should not exceed 40" wide X 48" long and 48" high (1.01 m X 1.22m X 1.22m). Total weight should not exceed 2,000 lbs. (900 kg.)

Stacking

Inserts should be cross stacked in bundles no higher than 8" (20.3cm). Inserts should be stacked in piles no larger than the skid. DO NOT tie inserts in bundles. All bundles should be square

PLEASE NOTE: Varnished or extremely glossy stocks on single sheets may fall out of the paper when handled and will move around inside the paper when running, causing mailing jam-ups, and will take longer to mail. Two percent overage is required. An increase in percentage for waste is required for varnished and glossy stock. Irregular or complex folds (trifolds, accordion folds, gatefolds, etc.) not accepted. Folds resulting in uneven (unmatched) panel sizes are not recommended.

and flat with no damaged or bent edges. It is strongly recommended that cardboard dividers be used between layers of bundles to prevent shifting of piles, the more slippery the inserts the more cardboard dividers should be used between the layers. A cardboard protector should be placed on top of the pile followed by a wooden cover to match the dimensions of the base then securely strapped down to the base of the skid. All skids must be shrink wrapped. Skids should not be double stacked in trucks.

Identification

Packing slips must contain the following information:

- total number of inserts shipped
- total number of skids/cartons

- total number of inserts per skid/carton
- tare weight of skid and all additional packaging
- name of the printer shipped from
- name of insert and publication to receive the insert
- insertion date
- attention: The Western Producer

Please Note: If above information is not on packing slip, we will not accept responsibility for the total count of supplied material. Shipment will be accepted but Packing slip will be endorsed "Shipper's Load and Count"

International & U.S. Shipments:

Customs Brokerage arrangements and fees are the responsibility of the shipper/client. Invoices for such fees received by The Western Producer will be billed to the client with a processing fee added.





POST-IT NOTES

Sticky notes are available on all our publications including *The Western Producer* and our various supplements.

These adhesive notes are a great way to promote your product, promotion, service, brand or website; or draw even more attention to your ad within the pages of our publications.

Sticky notes can be placed on the front or back cover plus on any signature or section front or back.



Overview & Dimensions

- Typical size is 3" X 3" (larger sizes available by special request).
- Available in one, two, three and four colour.
- The specific front cover placement area is determined by the format of the cover on this particular week.
- Full circulation or provincial splits are available; more specific geo-targeting available upon special request.
- Placement may be made within a defined space right on your junior or full page ad.
- More specialized tactics are also available such as cards, coupons, booklets, magnets and scratch/track & play.

Booking & Material Deadlines

- Booking deadline is six weeks prior to issue date. Please call for availability.

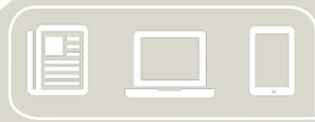
Mechanical Specs

- Files should be supplied as a high resolution CMYK PDF, in 1, 2, 3 or 4 colour.
- Finished size is 3" X 3", image area is 2 3/4" X 2 3/4", full bleed is available.

Application Rates

- Full circulation; Front Cover - \$200/M, Outside Back Cover or Signature/Section Front - \$150/M. Provincial Splits or Geo-Targets: Please add a \$1,500 set up charge to Provincial Splits or Geo-Targets. There is a minimum charge per tactic of \$2,500.

PLEASE NOTE: Pricing is for application only and DOES NOT include printing.
Printing Rates: Our printer has negotiated best pricing based on colour and quantity requirements. Please ask your Advertising Consultant for pricing.





FARMZILLA

Selling to farmers or farm businesses? Farmzilla gives you MASSIVE exposure across Western Canada with **74,000+ potential buyers!**

Farmzilla harnesses the power of three of Western Canada's leading agricultural publications and combines them into one single destination for your classified advertising: **farmzilla.com**.

The Western Producer

- **28,048 issues** distributed weekly, published every Thursday
- Deadline: 1 week prior to Thursday of publication

Alberta Farmer Express

- **41,112 issues** distributed bi-weekly, published every second Monday
- Deadline: 1 1/2 weeks prior to Monday of publication

Manitoba Co-operator

- **5,054 issues** distributed weekly, published every Thursday
- Deadline: 1 week prior to Thursday of publication

The benefits of Farmzilla:

- Cut through the clutter
- Unparalleled reach to a target, qualified audience
- Ag-focused online marketplace

Choose all 3 publications

The Western Producer, Manitoba Co-operator & Alberta Farmer Express:

- \$11.50 per agate line colour | \$10.00 per agate line B&W

Choose 2 publications

The Western Producer & Manitoba Co-operator:

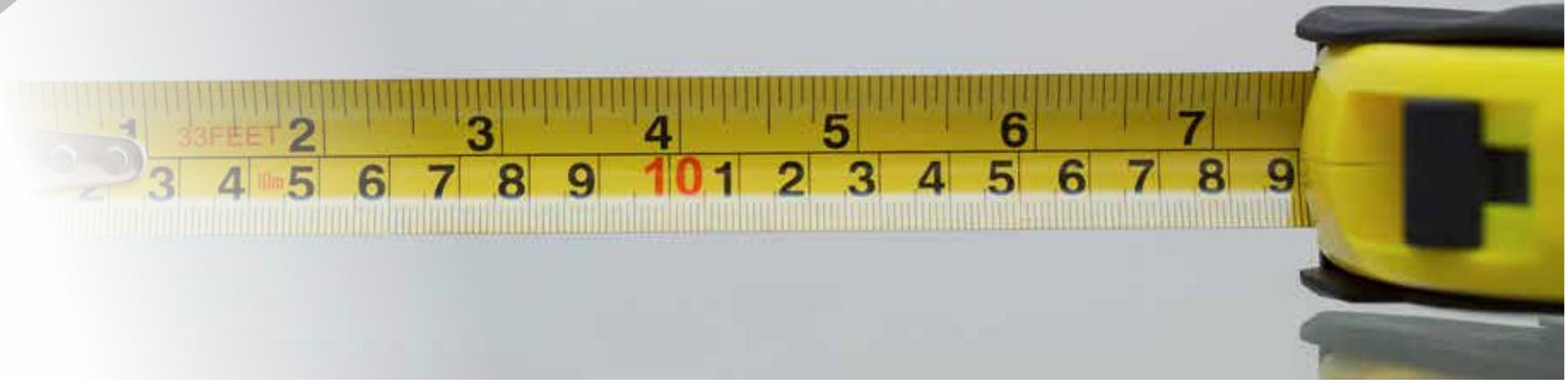
- \$9.50 per agate line colour | \$8.50 per agate line B&W

The Western Producer & Alberta Farmer Express:

- \$10.50 per agate line colour | \$9.50 per agate line B&W

Individual publication pricing available upon request. A \$25 web charge will be added to all Western Producer ads.





AD SIZES, RATES & DEADLINES

RUN OF PAPER (ROP)

Booking deadline:

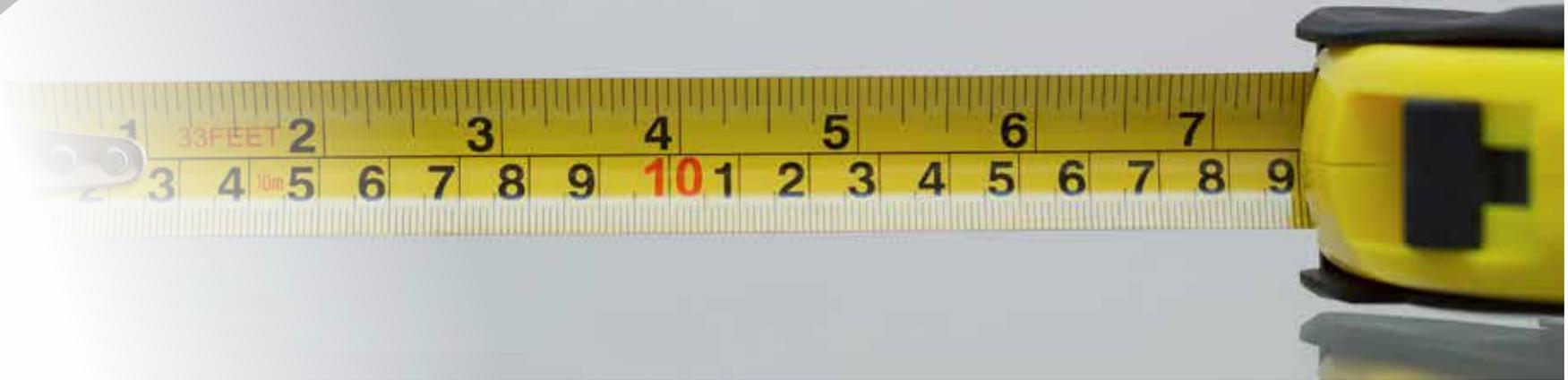
Tuesday noon, one week prior to publication.

Material due: Wednesday noon, one week prior to publication

Minimum 15% charge on all guaranteed placements. Price may vary depending on the request.

<p>4 Column 7.875" x 14"</p> <p>\$8,193 B&W \$9,443 4c</p>	<p>Full Page 5 Column 9.875" x 14"</p> <p>\$10,241 B&W \$11,491 4c</p>	<p>Double Junior Page Spread 16.35" x 10"</p> <p>\$11,704 B&W \$14,204 4c</p>	<p>Junior Page 7.875" x 10"</p> <p>\$5,852 B&W \$7,102 4c</p>	<p>Half Page 9.875" x 7"</p> <p>\$5,121 B&W \$6,371 4c</p>
<p>3 x 100 5.85" x 7.125"</p> <p>\$3,135 B&W \$4,385 4c</p>	<p>2 x 140 3.85" x 10"</p> <p>\$2,926 B&W \$4,176 4c</p>	<p>1 Column 1.85" x 14"</p> <p>\$2,048 B&W \$3,298 4c</p> <p>MAX. 196 agates (14")</p>	<p>Banner Ad 9.875" x 2"</p> <p>\$1,463 B&W \$2,713 4c</p>	





AD SIZES, RATES & DEADLINES

SUPPLEMENTS

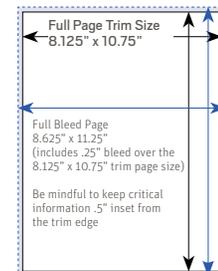
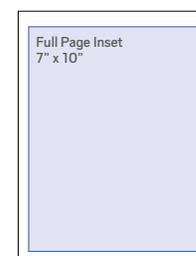
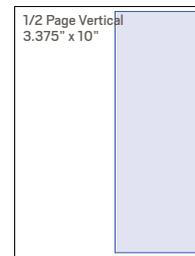
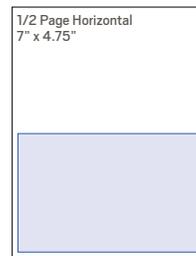
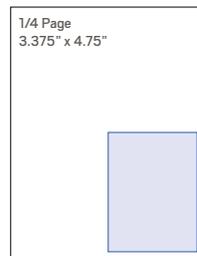
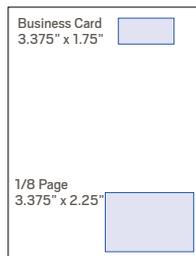
Booking deadline:

6 weeks prior to publication

Material due:

5 weeks prior to publication.

- For pricing information, please contact your advertising consultant.



Minimum 15% charge on all guaranteed placements. Price may vary depending on the request.





MECHANICAL SPECIFICATIONS

	ROP/Feature Advertising	Classified Display Advertising	Supplements (uncoated heatset)	Supplements (glossy heatset)
Finished Page Size (Product dimensions)	10.75" x 15.5"	10.75" x 15.5"	8.125" x 10.625"	8.125" x 10.625"
Maximum Page Image Size (see bottom right)	9.875" x 14" (5 col. x 196 agates)	10.4" x 14.2" (6 col. x 199 agates)	7" x 10"	7" x 10"
Bleed Page Size (1/4" Bleed)	N/A (The newspaper is an untrimmed product)		8.625" x 11.125"	8.625" x 11.125"
Double Page Spread	20.375" x 14"	20.375" x 14"	15" x 10"	15" x 10"
Double Page Bleed Spread (1/4" Bleed)	N/A (The newspaper is an untrimmed product)		16.75" x 11.125"	16.75" x 11.125"
Junior Page Size	7.875" x 10"	N/A	N/A	N/A
Double Junior Page Spread	16.35" x 10"	N/A	N/A	N/A
Advertisement Sizes	1 col. = 1.85"	1 col. = 1.667"	1/8 page = 3.375" x 2.25"	1/8 page = 3.375" x 2.25"
	2 col. = 3.85"	2 col. = 3.417"	1/4 page = 3.375" x 4.75"	1/4 page = 3.375" x 4.75"
	3 col. = 5.85"	3 col. = 5.167"	1/2 page (vertical) = 3.375" x 10"	1/2 page (vertical) = 3.375" x 10"
	4 col. = 7.875"	4 col. = 6.917"	1/2 page (horizontal) = 7" x 4.75"	1/2 page (horizontal) = 7" x 4.75"
	5 col. = 9.875"	5 col. = 8.667"		
		6 col. = 10.375"		
Spot Colour	Made from process colours	Made from process colours	Made from process colours	Made from process colours
4 Colour (CMYK)	Available	Available	Available	Available
Ink Limit	240%	240%	300%	285%
Dot Gain	26%	26%	20%	27%
Line Screen	138 lpi	138 lpi	200 lpi	200 lpi
Image resolution (contone)	230 ppi - 300 ppi	230 ppi - 300 ppi	300 ppi	300 ppi
Image resolution (line art, minimum)	600 ppi	600 ppi	600 ppi	600 ppi
Image resolution (line art, maximum)	2400 ppi	2400 ppi	2400 ppi	2400 ppi





TECHNICAL BRIEFS

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 to us 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 megabytes 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: all versions

Photoshop: all versions.

Illustrator: all 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:

The use of GCR (grey component replacement) or UCR (undercolour removal) is recommended. GCR is preferred.

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 36% of size for newsprint, and 25% of size for supplements.

We recommend separating images to CMYK using the ICC Profile ISOnewspaper26v4 which can be found here: www.nada.no/english/supportE/colormanagement.php

Why do I have to supply material with an ink density under 240%?

Our newsprint can only absorb so much ink before contributing to reproduction issues such as show-through, negative set-off etc. If material is supplied over 240% ink density, we may profile it in house **without notification.**

