PUBLICATION DATE - MAY 6, 2021

# SEE SCENIC 2021 SASKATCHEWAN



#### ■ PUBLICATION DATE

MAY 6, 2021

#### ■ THE WESTERN PRODUCER

1000-3530 Millar Avenue

Saskatoon SK

S7P OB6

Ph 1-800-667-7776

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#### OUICK FACTS

Size: Tabloid (10.75 x 15.5")

Stock: 52 GSM EStar ANC newsprint

Ink Limit: 240% Dot Gain: 32%

Line Screen: 150 lpi

■ EASY UPLOAD

Send us files through our web interface,

maximum size 500 megabytes.

Go to: www.producer.com/ezupload/

#### See Scenic Saskatchewan 2021

Looking for an escape this summer? Close your eyes and dream about a place with 100,000 lakes and rivers surrounded by beautiful parks and sandy beaches. Imagine paddling a canoe along the shore of your beachfront cabin, or saddling up a horse for a ride through the hills. There are hiking trails, beautiful golf courses, a variety of campgrounds, museums, festivals, historical sites, and so much more... Now, open your eyes and look up towards the sky to view countless flocks of birds, a stunning sunset, or the mysterious Aurora Borealis.

This is Saskatchewan - the Land of Living Skies.

## IN-PAPER ROP FEATURE PULLOUT SECTION

FULL CIRCULATION

■ ADVERTISING BOOKING DEADLINE

APRIL 23, 2021

■ SUPPLIED MATERIAL DEADLINE

APRIL 26, 2021

# THEWESTERN PRODUCER

- Full coverage of Western Canada every week
- 100% paid subscriber base
- Most preferred publication in Western Canada\*
- Strongest readership in Western Canada\*\*
- First choice for farm management and purchase information \*\*
- \* Stratus Agri-Marketing Study
- \*\* Ipsos Forward Ag Communications Review, April 2009

### **Ad Sizes & Rates**

All modular sizing to allow for better stacking of ads during layout. See below



Call Toll Free

To speak to your Advertising Consultant

1-800-667-7776

ADVERTISING BOOKING DEADLINE

APRIL 23, 2021

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APRIL 26, 2021

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■ ROP FEATURE AD SIZES

Prices do not include GST

2 col x 49 ag (3.85" x 3.5")

3 col x 49 ag (5.85" x 3.5")

2 col x 98 ag (5.85" x 7") 3 col x 98 ag (5.85" x 7")

Half Page - 5 col x 98 ag (9.875" x 7")

Full Page - 5 col x 196 ag (9.875" x 14")

EASY UPLOAD

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

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Rates effective January, 2021

2 columns x 49 ag 3.85" x 3.5"

\$459 FULL COLOUR

\$375 B&W

3 columns x 49 ag 5.85" x 3.5"

\$676 FULL COLOUR

\$552 B&W

2 columns x 98 ag 3.85" x 7"

\$874 FULL COLOUR

\$708 B&W

3 columns x 98 ag 5.85" x 7"

\$1,312 FULL COLOUR

\$1,062 B&W

**HALF PAGE** 

5 col x 98 ag 9.875" x 7"

\$2,185
FULL COLOUR

\$1,769 B&W **FULL PAGE** 

5 col x 196 ag 9.875" x 14"

\$4,370 FULL COLOUR

\$3,537 B&W