

PUBLICATION DATE - NOVEMBER 11, 2021



(2019 GUIDE SHOWN ABOVE)

**2021 CANADIAN WESTERN
AGRIBITION SHOW DATES
NOVEMBER 22ND - 27TH**

■ **PUBLICATION DATE**
November 11, 2021

■ **THE WESTERN PRODUCER**

1000 - 3530 Millar Avenue
Saskatoon SK
S7K 2C4
Ph (306) 665-3500
Fax (306) 653-8750
Toll Free 1-800-667-7776

■ **QUICK FACTS**

Size: Pony (8 1/8" x 10 3/4")
Stock: 35 lb. Ecal Stock
Ink Limit: 285%
Dot Gain: 27%
Line Screen: 200 lpi

■ **EASY UPLOAD**

Send us files through our web interface,
maximum size 500 megabytes.
Go to: www.producer.com/ezupload/

Canadian Western Agribition in Regina, Sask., is Canada's Premier International Agricultural Show and Marketplace featuring over 4,000 head of livestock, over 450 commercial trade show exhibits, 4 nights of Professional Rodeo, live music entertainment, and much more!

Over 28,000+
show guide copies are
distributed to Western
Producer subscribers
across Western Canada.
PLUS 10,000 copies
distributed at the show!

Cover & Colour Rates

■ **SPACE RATES**

Inside Covers\$6,884
Outside Back Cover\$7,108

■ **ADVERTISING BOOKING DEADLINES**

September 28, 2021

■ **SUPPLIED MATERIAL DEADLINES**

October 8, 2021

Rates effective January 1, 2021

**THE WESTERN
PRODUCER**

1.25 Time readers spend
HOURS with each issue.

2.1 per issue on average
READERS

95% of Western Producer
issues are read or
looked through

**ACTION TAKEN AS A RESULT OF
SEEING ADVERTISING:**

31% used info to help make
purchase decisions

40% went online to learn
more

26% got in touch with the
company

GFM Print Publication Study by Readex, March 2021



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■ SHOW GUIDES

Prices do not include GST

Single Page Trim Size: 8-1/8" x 10-3/4"

Single Page Image Size: 7 1/8" x 10"

Single Page with Bleed: 8 5/8" x 11 1/4"
(includes 1/4" bleed)

Double Page Trim Size: 16-1/4" x 10-3/4"

Double Page Image Size: 15-1/4" x 10"

Double Page with Bleed: 16-3/4" x 11-1/4"
(includes 1/4" bleed)

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> Ad Sizes & Rates

1/8 Page
3.375" x 2.25"

FULL COLOUR \$966
B&W \$754

1/4 Page
3.375" x 4.75"

FULL COLOUR \$1,718
B&W \$1,505

1/2 Page Horizontal
7" x 4.75"

FULL COLOUR \$3,433
B&W \$3,009

1/2 Page Vertical
3.375" x 10"

FULL COLOUR \$3,433
B&W \$3,009

Full Page Trim Size
8.125" x 10.75"

Full Page Inset Size
7" x 10"

FULL COLOUR \$6,580
B&W \$5,731

Full Page Trim Size
8.125" x 10.75"

Full Bleed Page
8.625" x 11.25"
(includes .25" bleed over the
8.125" x 10.75" trim page size)

Be mindful to keep critical
information .5" inset from
the trim edge

FULL COLOUR \$6,580
B&W \$5,731

Rates effective January 1, 2021