

Ad Sizes and Rates

1/8 Page
3-1/2"x2-1/4"
(horizontal)



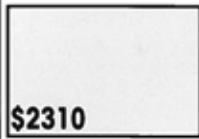
\$577.50

1/4 Page
3-1/2"x4-3/4"



\$1155

1/2 Page
(horizontal)
7-1/8"x4-3/4"



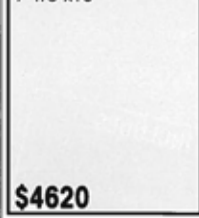
\$2310

1/2 Page
(vertical)
3-1/2"x10"



\$2310

Full Page
7-1/8"x10"



\$4620

Full Bleed Page
8-5/8"x11-1/8"
(includes 1/4" bleed)



\$4620

Single Page Trim Size:
Double Page Trim Size:
Double Page Image Size:
Double Page with Bleed:

8 - 1/8" x 10 - 5/8"
16 - 1/4" x 10 - 5/8"
15 - 1/4" x 10"
16 - 3/4" x 11 - 1/8"
(includes 1/4" Bleed)

Rates & Deadlines

Cover Rates

Inside:	\$5100 + 4C
Outside Back Cover:	\$5300 + 4C

Colour Charges

Four colour Process/Full page:	\$800
Four colour Process/Half page:	\$400
Four colour Process/Quarter & Eighth page:	\$200
Black & one colour/Full page:	\$400
Black & one colour/Half page:	\$200
Black & one colour/Quarter & Eighth page:	\$100

Deadlines

Ad booking deadline November 12, 2009
Ad material deadline November 19, 2009

**Publication Date: Decembr 17, 2009
in The Western Producer**

For more information on how to place
your advertisement in the
"Crop Production Show Guide"
call your advertising consultant:



Show Guides

*Multiple Booking Promotion
- book the same size ad in any
two show guides and
receive 20% off colour charges.
Book three guides and receive
30% off colour charges, book
four guides and receive 40% off
colour charges, book five guides
and receive 50% off colour
charges.



The *Western Producer*
is by far the first choice
for farm management
and farm purchase
information.

— Ipsos Reid, Agricultural
Communications Review