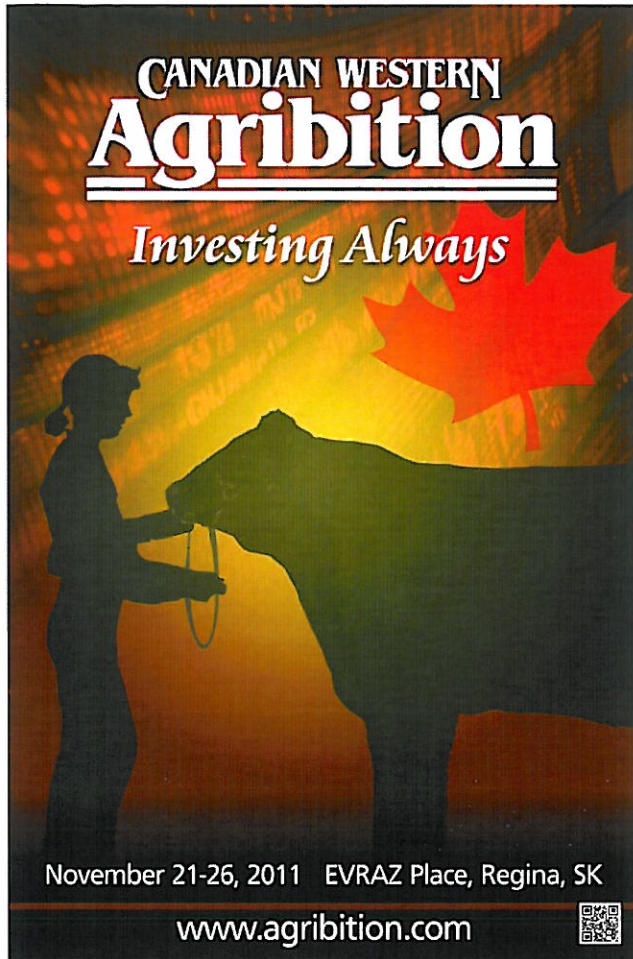


**PUBLICATION DATE - NOVEMBER 10, 2011**



**2011 CANADIAN WESTERN  
AGRIBITION SHOW DATES  
NOVEMBER 21-26**

**See the back page for our Multiple Booking Promotion!**

■ **PUBLICATION DATE**

- November 10, 2011

■ **THE WESTERN PRODUCER**

Box 2500  
2310 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 5/8")  
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 40 megabytes.  
Go to: [www.producer.com/ezupload/](http://www.producer.com/ezupload/)  
Password: wpupload

**The 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; the CCA Finals Rodeo; western entertainment, and much more!

**Cover & Colour Rates**

■ **SPACE RATES**

Inside Covers .....\$5300 + 4C  
Outside Back Cover .....\$5500 + 4C

■ **COLOUR CHARGES**

Four colour process/Full Page..... \$800  
Four colour process/Half Page ..... \$400  
Four colour process/Quarter  
and Eighth Page ..... \$200  
Black & one colour/Full Page ..... \$400  
Black & one colour/Half Page..... \$200  
Black & one colour/Quarter  
and Eighth Page ..... \$100

■ **ADVERTISING BOOKING DEADLINES**

September 29, 2011

■ **SUPPLIED MATERIAL DEADLINES**

October 6, 2011

Rates effective January 1, 2011

**THE WESTERN  
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

**CANADIAN WESTERN  
Agribition**

**> Ad Sizes & Rates**

Note: Talk to your Advertising Consultant for other sizes and pricing.

**NOVEMBER 21-26, 2011**

**■ PUBLICATION DATE**

NOVEMBER 10, 2011

**■ SHOW GUIDES**

Prices do not include GST

Single Page Trim Size: 8-1/8" x 10-5/8"

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

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

Double Page Trim Size: 16-1/4" x 10-5/8"

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

Double Page with Bleed: 16-3/4" x 11-1/8"  
(includes 1/4" bleed)

**Ask your Advertising Consultant  
about our multiple booking  
promotion listed below.**

**■ SHOW GUIDE MULTIPLE  
BOOKING PROMOTION**

Book the same size ad in any:

2 show guides & receive 20% off colour charges

3 show guides & receive 30% off colour charges

4 show guides & receive 40% off colour charges

5 show guides & receive 50% off colour charges

**■ EASY UPLOAD**

Send us files through our web interface,  
maximum size 40 megabytes.

Go to: [www.producer.com/ezupload/](http://www.producer.com/ezupload/)

Password: wpupload

1/8 Page  
3-1/2" x 2-1/4"

**\$612.50 B&W**

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

**\$1,225 B&W**

1/2 Page Horizontal  
7-1/8" x 4-3/4"

**\$2,450 B&W**

1/2 Page Vertical  
3-1/2" x 10"

**\$2,450 B&W**

Full Page  
7-1/8" x 10"

**\$4,900 B&W**

Full Bleed Page  
8-5/8" x 11-1/8"  
(includes 1/4" bleed)

**\$4,900 B&W**

Rates effective January 1, 2011