

## Ad Sizes

	B&W	B&1	B&3
Double Page Spread	\$6,835.50	\$7,555.50	\$8,835.50
Full Page	\$3,417.75	\$3,777.75	\$4,417.75
Junior Double Page Spread	\$3,528.00	\$4,248.00	\$5,528.00
Junior Page	\$1,764.00	\$2,124.00	\$2,764.00
1/2 Page Double Page Spread	\$3,402.00	\$4,122.00	\$5,402.00
1/2 Page	\$1,701.00	\$2,061.00	\$2,701.00
1/4 Page	\$878.85	\$1,238.85	\$1,878.85
1/8 Page	\$441.00	\$801.00	\$1,441.00
Earlug			\$1,878.85
Front Page Banner			\$2,764.00

\$3.15 per agate line Black & 1 Color \$360.00 Black & 3 Color \$1,000.00

## Commonly requested sizes:

- Double page spread . . . . .21.6" X 15.5"  
10 columns x 217 agate lines
- Full page . . . . .10.25" x 15.5"  
5 columns x 217 agate lines
- Junior page spread . . . . . 17.4" x 10"  
8 columns x 140 agate lines
- Junior page . . . . . 8.125" x 10"  
4 columns x 140 agate lines
- Double half-page spread . . 21.6" x 7.75"  
10 columns x 108 agate lines
- Half page . . . . . 10.25" x 7.75"  
5 columns x 108 agate lines
- Quarter page . . . . . 6" x 6.625"  
3 columns x 93 agate lines
- Eighth page . . . . . .4" x 5"  
2 columns x 70 agate lines
- Earlug . . . . . 1.812" x 3.062"
- Front page banner . . . . . 10.25" x 3"  
5 columns x 42 agate lines

## Mechanicals

Column width: 1.9"  
 Page depth: 217 agate lines  
 No. of columns: 5  
 Halftone line screen: 85  
 Dot gain: 30%  
 Printing: Heat-set web offset  
 Bleeds: Not available

All supplied art must be in PDF format, with all elements converted to CMYK and a minimum resolution of 170 dpi.

**Proofs:** All proofs must be made from final electronic art. In the absence of an accurate color proof supplied with advertising materials, the publisher will not be responsible for unsatisfactory color reproduction.

**Fine line work and lettering:** Fine serifs, small lettering, and thin line work should be restricted to one color and preferably not smaller than 7 point. The use of small letter (under 7 points) and fine serifs should be avoided.

**Ink Density:** Adjust ink limit in photos and rich blacks so that total coverage does not exceed 240%.

**Note:** We DO NOT ACCEPT ads in Microsoft Word Format. All files will be reviewed to ensure they meet FBC pre-press standards. Clients will be contacted regarding any modifications required.

## Contact Information

National Advertising Consultant:  
**James Shaw** – JSA Communications  
 Phone: (416) 231-1812  
 Fax: (416) 233-4858  
 jamesshaw@rogers.com

## Send Materials To:

**Ad Services Co-ordinator** – ads@fbcpublishing.com  
 Alberta Farmer Express, 1666 Dublin Avenue,  
 Winnipeg, MB R3H 0H1  
**Phone:** (204) 944-5765 **Fax:** (204) 944-5562  
**FTP:** http://vip.fbcpublishing.com  
 User: VIP Password: fbcpass

**New Accounts:**

Transient and new accounts, cash with order.

**Contracts & Schedules:**

Contracts are based on volume committed in advance for a 12-month period.

Advertising not scheduled and contracted for will be immediately subject to any rate change. Contracted advertising will be rate protected for 3 months. The publisher is not bound by any conditions, printed or otherwise, appearing on contracts or copy instructions when such conflict with the provisions of this rate card.

Contracts for advertising at other than published rates will not be accepted. The publisher reserves the right to hold any advertiser and its advertising agency jointly and severally liable for such monies as are due and payable to the publisher.

**Commission:**

15% will be paid to recognized agencies on the gross charges for space, color, and position, when ad copy is forwarded via FTP, e-mail or provided on removable media. Account payable in Canadian funds.

**Advertising content:**

All copy subject to the approval of the publisher, who reserves the right to reject, discontinue, or omit any advertisement or cancel any advertising contract without penalty to either party.

Right reserved to place the word "Advertisement" over any paid announcement.

**Dollar Volume Discount:**

FBC offers the following dollar volume discounts. These apply to gross advertising dollars spent within the prior 12-month calendar year in Farm Business Communications print publications with the exception of Seed Manitoba, Yield Manitoba and Horses All.

**Gross Dollars Spent Discount**

\$20,001 - \$50,000 .....	2%
\$50,001 - \$150,000 .....	3.5%
\$150,001 - \$250,000 .....	5%
\$250,001 - \$300,000 .....	7.5%
\$300,001 - \$400,000 .....	9%
\$400,001 + .....	10.5%

**Split Copy:**

Regional advertisers may make copy substitutions in limited combinations of regions or provincial editions with prior approval from publisher. Additional cost for each substitution is \$1,000 per change. Minimum quantity for splits is 1,000 pieces.

**Special Positions:**

Guaranteed and preferred positions when available and requested, add 25% exclusive of color and mechanical charges. Not held from year to year without specific written booking insertions from advertisers.

**Cancellations:**

No cancellations accepted after closing date. Cancellation of advertisements that have been set will be subject to production charge.

**Liability:**

Advertiser and advertising agency assume liability for content (including text, representations, and illustrations in advertisements printed) and also assume responsibility for any claims arising therefrom made against the publisher.

**Color Reproduction:**

Publisher will not be responsible for unsatisfactory reproduction of color advertisements unless accurate color proofs are supplied.

Make-good insertion will not be granted on minor errors which do not affect the value of the whole advertisement. Publisher's liability will not exceed the cost of that area of the space occupied by the error, whether the error is due to the negligence of its servants or otherwise. There shall be no liability for non-insertion beyond the amount paid for such advertisement. No allowance for errors in key numbers.

**Exclusivity:**

We do not offer exclusivity for front page banners, earlugs, banner wraps, outside back pages, etc.

**Supplied inserts:**

Rate, issue availability, production requirements, closing dates, and other detailed information available on request. Geographic breakouts are available for preprinted inserts. Inserts may run national, west, or east, or by groups of counties, census divisions, or census sub-divisions. Rates for special space units (gatefolds, etc.) are available on request. Sponsorship of single issues are available by arrangement with publisher.

**Polybagging:**

Polybagging is not available on Alberta Farmer Express.

**Special Services:**

When publisher must provide artwork, advertiser will be billed at cost.

**2009/2010**

**Publication Schedule**

*Alberta Farmer Express* is published bi-weekly on Mondays

Issue Date	Deadline
<b>2009</b>	
June 8/09	May 27/09
June 22/09	June 10/09
July 6/09	June 24/09
July 20/09	July 8/09
August 3/09	July 22/09
August 17/09	August 5/09
August 31/09	August 19/09
September 14/09	September 2/09
September 28/09	September 16/09
October 12/09	September 30/09
October 26/09	October 14/09
November 9/09	October 28/09
November 23/09	November 10/09
December 7/09	November 25/09
<b>2010</b>	
January 4/10	December 18/09
January 18/10	January 6/10
February 1/10	January 20/10
February 15/10	February 3/10
March 1/10	February 17/10
March 15/10	March 3/10
March 29/10	March 17/10
April 12/10	March 31/10
April 26/10	April 14/10
May 10/10	April 28/10
May 24/10	May 12/10
June 7/10	May 26/10
June 21/10	June 9/10
July 5/10	June 23/10
July 19/10	July 7/10
August 2/10	July 21/10
August 16/10	August 4/10
August 30/10	August 18/10
September 13/10	September 1/10
September 27/10	September 15/10
October 11/10	September 29/10
October 25/10	October 13/10
November 8/10	October 27/10
November 22/10	November 10/10
December 6/10	November 24/10

**Contact Information**

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 Phone: (416) 231-1812  
 Fax: (416) 233-4858  
 jamesshaw@rogers.com

**Send Materials To:**

**Ad Services Co-ordinator** – ads@fbcpublishing.com  
 Alberta Farmer Express, 1666 Dublin Avenue,  
 Winnipeg, MB R3H 0H1  
**Phone:** (204) 944-5765 **Fax:** (204) 944-5562  
**FTP:** http://vip.fbcpublishing.com  
 User: VIP Password: fbcpass

**Manitoba Co-operator is published weekly on Thursdays.**

Deadline for space and material is Thursday noon CST one week prior to issue date. No issue published the week between Christmas and New Year's. Deadline for January 7/10 issue is December 23rd at noon CST.

## Ad Sizes

	B&W	B&1	B&3
Double Page Spread	\$7,052.50	\$7,772.50	\$9,052.50
Full Page	\$3,526.25	\$3,886.25	\$4,526.25
Junior Double Page Spread	\$3,640.00	\$4,360.00	\$5,640.00
Junior Page	\$1,820.00	\$2,180.00	\$2,820.00
1/2 Page Double Page Spread	\$3,510.00	\$4,230.00	\$5,510.00
1/2 Page	\$1,755.00	\$2,115.00	\$2,755.00
1/4 Page	\$906.75	\$1,266.75	\$1,906.75
1/8 Page	\$455.00	\$815.00	\$1,455.00
Earlug			\$1,906.25
Front Page Banner			\$2,820.00

\$3.25 per agate line Black & 1 Color \$360.00 Black & 3 Color \$1,000.00

**Commonly requested sizes:**

- Double page spread . . . . .21.6" X 15.5"  
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Column width: 1.9"  
Page depth: 217 agate lines  
No. of columns: 5  
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Dot gain: 30%  
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Bleeds: Not available

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**Proofs:**

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**Fine line work and lettering:**

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**Ink Density:**

Adjust ink limit in photos and rich blacks so that total coverage does not exceed 240%.

**NOTE:**

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Manitoba Co-operator, 1666 Dublin Avenue,  
Winnipeg, MB R3H 0H1  
**Phone:** (204) 944-5765 **Fax:** (204) 944-5562  
**FTP:** http://vip.fbcpublishing.com  
User: VIP Password: fbcpass

**New Accounts:**

Transient and new accounts, cash with order.

**Contracts & Schedules:**

Contracts are based on volume committed in advance for a 12-month period.

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**Commission:**

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**Advertising content:**

All copy subject to the approval of the publisher, who reserves the right to reject, discontinue, or omit any advertisement or cancel any advertising contract without penalty to either party.

Right reserved to place the word "Advertisement" over any paid announcement.

**Dollar Volume Discount:**

FBC offers the following dollar volume discounts. These apply to gross advertising dollars spent within the prior 12-month calendar year in Farm Business Communications print publications with the exception of Seed Manitoba, Yield Manitoba and Horses All.

**Gross Dollars Spent Discount**

\$20,001 - \$50,000 .....	2%
\$50,001 - \$150,000 .....	3.5%
\$150,001 - \$250,000 .....	5%
\$250,001 - \$300,000 .....	7.5%
\$300,001 - \$400,000 .....	9%
\$400,001 + .....	10.5%

**Split Copy:**

Regional advertisers may make copy substitutions in limited combinations of regions or provincial editions with prior approval from publisher. Additional cost for each substitution is \$1,000 per change. Minimum quantity for splits is 1,000 pieces.

**Special Positions:**

Guaranteed and preferred positions when available and requested, add 25% exclusive of color and mechanical charges. Not held from year to year without specific written booking insertions from advertisers.

**Cancellations:**

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**Exclusivity:**

We do not offer exclusivity for front page banners, earlugs, banner wraps, outside back pages, etc.

**Supplied inserts:**

Rate, issue availability, production requirements, closing dates, and other detailed information available on request. Geographic breakouts are available for preprinted inserts. Inserts may run national, west, or east, or by groups of counties, census divisions, or census sub-divisions. Rates for special space units (gatefolds, etc.) are available on request. Sponsorship of single issues are available by arrangement with publisher.

**Polybagging:**

Manitoba Co-operator can be polybagged to include advertiser's material. Specifications and rates will be provided on request.

**Special Services:**

When publisher must provide artwork, advertiser will be billed at cost.

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**FTP:** <http://vip.fbcpublishing.com>

User: VIP Password: fbcpass

**Ad Sizes**

	CANADIAN CATTLEMEN RATE			MARKETPLACE RATE	
	B/W	B&1	B&3	B/W	B&1
Double Page Spread	\$6,224.40	\$7,054.40	\$9,004.40		
Full Page	\$3,112.20	\$3,527.20	\$4,502.20	\$2,625.00	\$2,965.00
2/3 Page	\$2,074.80	\$2,489.80	\$3,464.80	\$1,750.00	\$2,090.00
1/2 Page Spread	\$3,112.20	\$3,942.20	\$5,892.20	\$2,625.00	\$3,305.00
1/2 Page Island	\$1,867.35	\$2,282.35	\$3,257.35	\$1,575.00	\$1,915.00
1/2 Page	\$1,556.10	\$1,971.10	\$2,946.10	\$1,312.50	\$1,652.50
1/3 Page	\$1,037.40	\$1,452.40	\$2,427.40	\$875.00	\$1,215.00
1/4 Page	\$770.65	\$1,185.65	\$2,160.65	\$650.00	\$990.00
1/6 Page	\$518.70	\$933.70	\$1,908.70	\$437.50	\$777.50
Ear Lug			\$2,160.65		
Front Banner			\$2,946.10		
Outside Back Cover			\$5,106.75		
Inside Back Cover			\$4,952.45		
\$7.41 per agate line Black & 1 Color \$415.00 Black & 3 Color \$1,390			\$6.25 per agate line Black & 1 Color \$340		

**Mechanicals**

Trim Size: 8.125" X 10.75"  
 Binding: saddle-stitched  
 Column depth: 10"  
 Standard column width: 2.125"  
 Two columns: 4.5"  
 Three columns: 7"

**Safety Margins:**

To avoid trimming into type, and to assure uniform margins on bleed ads, keep dimensions of type area 15" x 10" maximum for double-page spreads, and 7" x 10" maximum for page ads. (Safety margins, measured from trim size: for spreads 0.375" from gutter, 0.625" sides, 0.375" top and bottom; for page ads 0.625" sides, 0.375" top and bottom.)

**Minimum depth of advertisement:**

One column: 1" Two columns: 1.5"  
 Three columns: 2.5"

One-column and two-column ads more than 9" deep and three column ads more than 7" deep run as full column depth and are charged as such.

**Halftone line screen:** 133

**Dot gain:** 20% on SWOP coated

**Printing:** Heat-set web offset

**Production Specifications:**

All supplied art must be in PDF format, with all elements converted to CMYK and a minimum resolution of 270 dpi.

**Proofs:**

All proofs must be made from final electronic art. In the absence of an accurate color proof supplied along with advertising materials, the publisher will not be responsible for unsatisfactory color reproduction.

**Fine line work and lettering:**

Fine serifs, small lettering, and thin line work should be restricted to one color and preferably not smaller than 7 point. The use of small letter (under 7 points) and fine serifs should be avoided.

**Ink Density:**

Adjust ink limit in photos and rich blacks so that total coverage does not exceed 240%.

**Note:**

We DO NOT ACCEPT ads in Microsoft Word Format. All files will be reviewed to ensure they meet FBC pre-press standards. Clients will be contacted regarding any modifications required.

**Commonly Requested Ad Sizes**Non-bleed (width x depth)

Double page spread . . . . . 15" x 10"  
 Page . . . . . 7" x 10"  
 2/3 page vertical . . . . . 4.5" x 10"  
 2/3 page horizontal . . . . . 7" x 6.5"  
 1/2 page spread . . . . . 15" x 5"  
 1/2 page vertical . . . . . 3.375" x 10"  
 1/2 page horizontal . . . . . 7" x 5"  
 1/2 page junior . . . . . 4.5" x 6.75"  
 1/2 page island . . . . . 4.5" x 7.5"  
 1/3 page vertical . . . . . 2.125" x 10"  
 1/3 page horizontal . . . . . 7" x 3.375"  
 1/3 page square . . . . . 4.5" x 5"  
 1/4 page horizontal . . . . . 7" x 2.5"  
 1/4 page square . . . . . 3.375" x 5"  
 1/6 page vertical . . . . . 2.125" x 5"  
 1/6 page horizontal . . . . . 4.5" x 2.5"  
 1/12 page . . . . . 2.125" x 2.5"

**Commonly requested sizes**Bleed (width x depth)

Double-page spread . . . . . 16.75" x 11.25"  
 Page . . . . . 8.625" x 11.25"  
 1/2 page spread . . . . . 16.75" x 5.875"

**SUPERSIZE CATTLEMEN**

Trim Size: 10.75" X 14"

Binding: saddle-stitched

**Commonly requested sizes**Non-bleed (width x depth)

Double page spread . . . . . 21" X 13"  
 Page . . . . . 10" X 13"  
 1/2 page spread . . . . . 21" X 6.5"  
 1/2 page vertical . . . . . 4.75" X 13"  
 1/2 page horizontal . . . . . 10" X 6.5"  
 1/2 page island . . . . . 7.25" X 8.5"  
 1/3 page vertical . . . . . 4.75" X 8.66"  
 1/3 page horizontal . . . . . 10" X 4.33"  
 1/3 page square . . . . . 7" X 5.75"  
 1/4 page vertical . . . . . 2.25" X 13"  
 1/4 page horizontal . . . . . 10" X 3.25"  
 1/4 page square . . . . . 4.75" X 6.5"  
 1/8 page vertical . . . . . 2.25" X 6.5"  
 1/8 page horizontal . . . . . 4.75" X 3.25"  
 1/16 page vertical . . . . . 2.25" X 3.25"

**Commonly Requested Sizes**Bleed (width x depth)

Double-page spread . . . . . 22" X 14.5"  
 Page . . . . . 11.25" X 14.5"

**Contact Information**

National Advertising Consultant:

**Deborah Wilson**

Phone: (403) 325-1695 Fax: (403) 572-3029

deb.wilson@fbcpublishing.com

**Send Materials To:**

**Ad Services Co-ordinator** – ads@fbcpublishing.com

Canadian Cattlemen, 1666 Dublin Avenue,  
 Winnipeg, MB R3H 0H1

**Phone:** (204) 944-5765 **Fax:** (204) 944-5562

**FTP:** http://vip.fbcpublishing.com

User: VIP Password: fbcpass

**New Accounts:**

Transient and new accounts, cash with order.

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**Split Copy:**

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Minimum quantity for splits is 1000 pieces.

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**Polybagging:**

Country Guide can be polybagged to include advertiser's material. Specifications and rates will be provided on request.

**Special Services:**

When publisher must provide artwork, advertiser will be billed at cost.

**2009/2010  
Publication Schedule**

**June 8, 2009** Range & Pasture  
Space: May 4 Material: May 11

**August 10, 2009** Auction Market Special;  
Stock Buyer's Guide  
Space: June 29 Material: July 6

**September 7, 2009** Animal Health  
Space: August 3 Material: August 10

**October 5, 2009** Winter Management  
Space: August 31 Material: September 7

**October 19, 2009** Feeding for Profit:  
**SUPERSIZE FORMAT**  
Space: September 11 Material: September 16

**November 9, 2009** Breeding Management  
Space: October 5 Material: October 12

**December 7, 2009** Breeding Management;  
Year End Review  
Space: November 2 Material: November 9

**January 4, 2010** Herd Management  
Space and Material: December 2, 2009

**January 18, 2010** Calving Special:  
**SUPERSIZE FORMAT**  
Space and Material: December 8, 2009

**February 8, 2010** Herd Management  
Space and Material: January 11

**March 8, 2010** Equipment  
Space and Material: February 8

**April 5, 2010** Forage & Feeding: Feedlot Guide  
Space and Material: March 8

**May 3, 2010** Range & Pasture  
Space and Material: April 5

**June 7, 2010** Range & Pasture  
Space and Material: May 10

**August 9, 2010** Auction Market Special;  
Stock Buyer's Guide  
Space and Material: July 12

**September 6, 2010** Animal Health  
Space and Material: August 9

**October 4, 2010** Winter Management  
Space and Material: September 6

**October 18, 2010** Feeding for Profit:  
**SUPERSIZE FORMAT**  
Space and Material: September 20

**November 8, 2010** Breeding Management  
Space and Material: October 11

**December 6, 2010** Breeding Management;  
Year End Review  
Space and Material: November 8

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Winnipeg, MB R3H 0H1

**Phone:** (204) 944-5765 **Fax:** (204) 944-5562

**FTP:** <http://vip.fbcpublishing.com>

User: VIP Password: fbcpass

NATIONAL	B/W	B&1	B&3
Double Page Spread	\$15,573.60	\$17,693.60	\$21,913.60
Full Page	\$7,786.80	\$8,846.80	\$10,956.80
2/3 Page	\$5,191.20	\$6,251.20	\$8,361.20
1/2 Page Spread	\$7,786.80	\$9,906.80	\$14,126.80
1/2 Page Island	\$4,672.00	\$5,732.00	\$7,842.00
1/2 Page	\$3,893.40	\$4,953.40	\$7,063.40
1/3 Page	\$2,595.60	\$3,655.60	\$5,765.60
1/4 Page	\$1,928.00	\$2,988.00	\$5,098.00
1/6 Page	\$1,297.80	\$2,357.80	\$4,467.80

\$18.54 per agate line Black & 1 Color \$1,060.00 Black & 3 Color \$3,170

EASTERN	B/W	B&1	B&3
Double Page Spread	\$6,266.40	\$7,326.40	\$9,046.40
Full Page	\$3,133.20	\$3,663.20	\$4,523.20
2/3 Page	\$2,088.80	\$2,618.80	\$3,478.80
1/2 Page Spread	\$3,133.20	\$4,193.20	\$5,913.20
1/2 Page Island	\$1,880.00	\$2,410.00	\$3,270.00
1/2 Page	\$1,566.60	\$2,096.60	\$2,956.60
1/3 Page	\$1,044.40	\$1,574.40	\$2,434.40
1/4 Page	\$776.00	\$1,306.00	\$2,166.00
1/6 Page	\$522.20	\$1,052.20	\$1,912.20

\$7.46 per agate line Black & 1 Color \$530.00 Black & 3 Color \$1,390.00

WESTERN	B/W	B&1	B&3
Double Page Spread	\$9,517.20	\$11,637.20	\$13,077.20
Full Page	\$4,758.60	\$5,818.60	\$6,538.60
2/3 Page	\$3,172.40	\$4,232.40	\$4,952.40
1/2 Page Spread	\$4,758.60	\$6,878.60	\$8,318.60
1/2 Page Island	\$2,855.20	\$3,915.20	\$4,635.20
1/2 Page	\$2,379.30	\$3,439.30	\$4,159.30
1/3 Page	\$1,586.20	\$2,646.20	\$3,366.20
1/4 Page	\$1,178.30	\$2,238.30	\$2,958.30
1/6 Page	\$793.10	\$1,853.10	\$2,573.10

\$11.33 per agate line Black & 1 Color \$1,060.00 Black & 3 Color \$1,780.00

## Mechanicals

TRIM SIZE: 8.125" X 10.75"

BINDING: saddle-stitched

COLUMN DEPTH: 10"

STANDARD COLUMN WIDTH: 2.125"

TWO COLUMNS: 4.5"

THREE COLUMNS: 7"

**Safety Margins:** To avoid trimming into type, and to assure uniform margins on bleed ads, keep dimensions of type area 15" x 10" maximum for double-page spreads, and 7" x 10" maximum for page ads. (Safety margins, measured from trim size: for spreads 0.375" from gutter, 0.625" sides, 0.375" top and bottom; for page ads 0.625" sides, 0.375" top and bottom.)

**Minimum depth of advertisement:**

One column: 1" Two columns: 1.5" Three columns: 2.5"  
One-column and two-column ads more than 9" deep and three column ads more than 7" deep run as full column depth and are charged as such.

**Halftone line screen:** 150

**Dot gain:** 20% on SWOP coated

**Printing:** Heat-set web offset

**Production Specifications:** All supplied art must be in PDF format, with all elements converted to CMYK and a minimum resolution of 270 dpi.

**Proofs:** All proofs must be made from final electronic art. In the absence of an accurate color proof supplied along with advertising materials, the publisher will not be responsible for unsatisfactory color reproduction.

**Fine line work and lettering:** Fine serifs, small lettering, and thin line work should be restricted to one color and preferably not smaller than 7 point. The use of small letter (under 7 points) and fine serifs should be avoided.

**Ink Density:** Adjust ink limit in photos and rich blacks so that total coverage does not exceed 240%.

**Note:**

We DO NOT ACCEPT ads in Microsoft Word Format. All files will be reviewed to ensure they meet FBC pre-press standards. Clients will be contacted regarding any modifications required.

**Commonly requested sizes**

NON-BLEED (width x depth)

Double-page spread . . . 15" x 10"

Page . . . . . 7" x 10"

2/3 page vertical . . . . 4.5" x 10"

2/3 page horizontal . . . . 7" x 6.5"

1/2 page spread . . . . . 15" x 5"

1/2 page vertical . . . . 3.375" x 10"

1/2 page horizontal . . . . 7" x 5"

1/2 page junior . . . . . 4.5" x 6.75"

1/2 page island . . . . . 4.5" x 7.5"

1/3 page vertical . . . . 2.125" x 10"

1/3 page horizontal . . . 7" x 3.375"

1/3 page square . . . . . 4.5" x 5"

1/4 page horizontal . . . . 7" x 2.5"

1/4 page square . . . . 3.375" x 5"

1/6 page vertical . . . . 2.125" x 5"

1/6 page horizontal . . . 4.5" x 2.5"

1/12 page . . . . . 2.125" x 2.5"

**Commonly requested sizes**

BLEED (width x depth)

Double-page

spread . . . . . 16.75" x 11.25"

Page . . . . . 8.625" x 11.25"

1/2 page spread . 16.75" x 5.875"

## Contact Information

National Advertising Consultant:  
**Sharon Harold**  
Phone: (780) 987-3285  
sharon.harold@fbcpublishing.com

## Send Materials To:

**Ad Services Co-ordinator** – ads@fbcpublishing.com  
Country Guide, 1666 Dublin Avenue,  
Winnipeg, MB R3H 0H1

**Phone:** (204) 944-5765 **Fax:** (204) 944-5562

**FTP:** http://vip.fbcpublishing.com User: VIP Password: fbcpass

**New Accounts:**

Transient and new accounts, cash with order.

**Contracts & Schedules:**

Contracts are based on volume committed in advance for a 12-month period.

Advertising not scheduled and contracted for will be immediately subject to any rate change. Contracted advertising will be rate protected for 3 months. The publisher is not bound by any conditions, printed or otherwise, appearing on contracts or copy instructions when such conflict with the provisions of this rate card.

Contracts for advertising at other than published rates will not be accepted. The publisher reserves the right to hold any advertiser and its advertising agency jointly and severally liable for such monies as are due and payable to the publisher.

**Commission:**

15% will be paid to recognized agencies on the gross charges for space, color, and position, when ad copy is forwarded via FTP, e-mail or provided on removable media. Account payable in Canadian funds.

**Advertising content:**

All copy subject to the approval of the publisher, who reserves the right to reject, discontinue, or omit any advertisement or cancel any advertising contract without penalty to either party.

Right reserved to place the word "Advertisement" over any paid announcement.

**Dollar Volume Discount:**

FBC offers the following dollar volume discounts. These apply to gross advertising dollars spent within the prior 12-month calendar year in Farm Business Communications print publications with the exception of Seed Manitoba, Yield Manitoba and Horses All.

**Gross Dollars Spent Discount**

\$20,001 - \$50,000 .....	2%
\$50,001 - \$150,000 .....	3.5%
\$150,001 - \$250,000 .....	5%
\$250,001 - \$300,000 .....	7.5%
\$300,001 - \$400,000 .....	9%
\$400,001 + .....	10.5%

**Split Copy:**

Regional advertisers may make copy substitutions in limited combinations of regions or provincial editions with prior approval from publisher. Additional cost for each substitution is \$1000 per change.

Minimum quantity for splits is 1000 pieces.

**Special Positions:**

Guaranteed and preferred positions when available and requested, add 25% exclusive of color and mechanical charges. Not held from year to year without specific written booking insertions from advertisers.

**Cancellations:**

No cancellations accepted after closing date. Cancellation of advertisements that have been set will be subject to production charge.

**Liability:**

Advertiser and advertising agency assume liability for content (including text, representations, and illustrations in advertisements printed) and also assume responsibility for any claims arising therefrom made against the publisher.

**Color Reproduction:**

Publisher will not be responsible for unsatisfactory reproduction of color advertisements unless accurate color proofs are supplied.

Make-good insertion will not be granted on minor errors which do not affect the value of the whole advertisement. Publisher's liability will not exceed the cost of that area of the space occupied by the error, whether the error is due to the negligence of its servants or otherwise. There shall be no liability for non-insertion beyond the amount paid for such advertisement. No allowance for errors in key numbers.

**Exclusivity:**

We do not offer exclusivity for front page banners, earlugs, banner wraps, outside back pages, etc.

**Supplied inserts:**

Rate, issue availability, production requirements, closing dates, and other detailed information available on request. Geographic breakouts are available for preprinted inserts. Inserts may run national, west, or east, or by groups of counties, census divisions, or census sub-divisions. Rates for special space units (gatefolds, etc.) are available on request. Sponsorship of single issues are available by arrangement with publisher.

**Polybagging:**

Country Guide can be polybagged to include advertiser's material. Specifications and rates will be provided on request.

**Special Services:**

When publisher must provide artwork, advertiser will be billed at cost.

## 2009/2010 Publication Schedule

**August 31 '09**

Space: July 21 Material: July 28

**October 12 '09**

Space: September 8 Material: Sept 15

**November 9 '09**

Space: October 6 Material: October 13

**December 7 '09**

Space: November 3 Material: November 10

**January 11 '10**

Space and Material: December 8, 2009

**February 8 '10\***

Space and Material: January 12

**March 8 '10**

Space and Material: February 9

**March 22 '10**

Space and Material: February 23

**April 12 '10**

Space and Material: March 9

**May 10 '10**

Space and Material: April 13

**June/July '10**

Space and Material: May 18

**August 30 '10**

Space and Material: August 3

**October 11 '10**

Space and Material: September 14

**November 8 '10**

Space and Material: October 12

**December 6 '10**

Space and Material: November 9

\* Soybean Guide extended distribution

## Contact Information

National Advertising Consultant:  
**Sharon Harold**  
Phone: (780) 987-3285  
sharon.harold@fbcpublishing.com

## Send Materials To:

**Ad Services Co-ordinator** – ads@fbcpublishing.com  
Country Guide, 1666 Dublin Avenue,  
Winnipeg, MB R3H 0H1

**Phone:** (204) 944-5765 **Fax:** (204) 944-5562

**FTP:** http://vip.fbcpublishing.com User: VIP Password: fbcpass

Ad Sizes	B/W	B&1	B&3
Double Page Spread	\$8,030.40	\$10,270.40	\$11,790.40
Full Page	\$4,015.20	\$5,135.20	\$5,895.20
2/3 Page	\$2,676.80	\$3,796.80	\$4,556.80
1/2 Page Spread	\$4,015.20	\$6,255.20	\$7,775.20
1/2 Page Island	\$2,409.12	\$3,529.12	\$4,289.12
1/2 Page	\$2,007.60	\$3,127.60	\$3,887.60
1/3 Page	\$1,338.40	\$2,458.40	\$3,218.40
1/4 Page	\$994.24	\$2,114.24	\$2,874.24
1/6 Page	\$669.20	\$1,789.20	\$2,549.20

\$9.56 per agate line Black & 1 Color \$1,120 Black & 3 Color \$1,880

**Commonly Requested Ad Sizes**

Non-bleed (width x depth)

- Double page spread . . . . . 15" x 10"
- Full page . . . . . 7" x 10"
- 2/3 page vertical . . . . . 4.5" x 10"
- 2/3 page horizontal . . . . . 7" x 6.5"
- 1/2 page spread . . . . . 15" x 5"
- 1/2 page vertical . . . . . 3.375" x 10"
- 1/2 page horizontal . . . . . 7" x 5"
- 1/2 page junior . . . . . 4.5" x 6.75"
- 1/2 page island . . . . . 4.5" x 7.5"
- 1/3 page vertical . . . . . 2.125" x 10"
- 1/3 page horizontal . . . . . 7" x 3.375"
- 1/3 page square . . . . . 4.5" x 5"
- 1/4 page horizontal . . . . . 7" x 2.5"
- 1/4 page square . . . . . 3.375" x 5"
- 1/6 page vertical . . . . . 2.125" x 5"
- 1/6 page horizontal . . . . . 4.5" x 2.5"

**Commonly Requested Ad Sizes**

Bleed (width x depth)

- Double page spread . . . 16.75" x 11.25"
- Full page . . . . . 8.625" x 11.25"
- 1/2 page spread . . . . . 16.75" x 5.875"

## Mechanicals

Trim Size: 8.125" X 10.75"  
 Binding: saddle-stitched  
 Column Depth: 10"  
 Standard Column Depth: 2.125"  
 Two Columns: 4.5"  
 Three Columns: 7"

**Safety Margins:**

To avoid trimming into type, and to assure uniform margins on bleed ads, keep dimensions of type area 15" x 10" maximum for double-page spreads, and 7" x 10" maximum for page ads. (Safety margins, measured from trim size: for spreads 0.375" from gutter, 0.625" sides, 0.375" top and bottom; for page ads 0.625" sides, 0.375" top and bottom.)

**Minimum depth of advertisement:**

One column: 1" Two columns: 1.5" Three columns: 2.5"  
 One-column and two-column ads more than 9" deep and three column ads more than 7" deep run as full column depth and are charged as such.

**Halftone line screen:** 150

**Dot gain:** 20% on SWOP coated

**Printing:** Heat-set web offset

**Production Specifications:**

All supplied art must be in PDF format, with all elements converted to CMYK and a minimum resolution of 270 dpi.

**Proofs:**

All proofs must be made from final electronic art. In the absence of an accurate color proof supplied along with advertising materials, the publisher will not be responsible for unsatisfactory color reproduction.

**Fine line work and lettering:**

Fine serifs, small lettering, and thin line work should be restricted to one color and preferably not smaller than 7 point. The use of small letter (under 7 points) and fine serifs should be avoided.

**Ink Density:**

Adjust ink limit in photos and rich blacks so that total coverage does not exceed 240%.

**Note:**

We DO NOT ACCEPT ads in Microsoft Word Format. All files will be reviewed to ensure they meet FBC pre-press standards. Clients will be contacted regarding any modifications required.

## Contact Information

National Advertising Consultant:  
**Sharon Harold**  
 Phone: (780) 987-3285  
 sharon.harold@fbcpublishing.com

## Send Materials To:

**Ad Services Co-ordinator** – ads@fbcpublishing.com  
 Canola, Pulse & Special Crops Guide, 1666 Dublin Avenue,  
 Winnipeg, MB R3H 0H1  
**Phone:** (204) 944-5765 **Fax:** (204) 944-5562  
**FTP:** http://vip.fbcpublishing.com  
 User: VIP Password: fbcpass

# Terms & Conditions

## New Accounts:

Transient and new accounts, cash with order.

## Contracts & Schedules:

Contracts are based on volume committed in advance for a 12-month period.

Advertising not scheduled and contracted for will be immediately subject to any rate change. Contracted advertising will be rate protected for 3 months. The publisher is not bound by any conditions, printed or otherwise, appearing on contracts or copy instructions when such conflict with the provisions of this rate card.

Contracts for advertising at other than published rates will not be accepted. The publisher reserves the right to hold any advertiser and its advertising agency jointly and severally liable for such monies as are due and payable to the publisher.

## Commission:

15% will be paid to recognized agencies on the gross charges for space, color, and position, when ad copy is forwarded via FTP, e-mail or provided on removable media. Account payable in Canadian funds.

## Advertising content:

All copy subject to the approval of the publisher, who reserves the right to reject, discontinue, or omit any advertisement or cancel any advertising contract without penalty to either party.

Right reserved to place the word "Advertisement" over any paid announcement.

## Dollar Volume Discount:

FBC offers the following dollar volume discounts. These apply to gross advertising dollars spent within the prior 12-month calendar year in Farm Business Communications print publications with the exception of Seed Manitoba, Yield Manitoba and Horses All.

## Gross Dollars Spent Discount

\$20,001 - \$50,000 .....	2%
\$50,001 - \$150,000 .....	3.5%
\$150,001 - \$250,000 .....	5%
\$250,001 - \$300,000 .....	7.5%
\$300,001 - \$400,000 .....	9%
\$400,001 + .....	10.5%

## Split Copy:

Regional advertisers may make copy substitutions in limited combinations of regions or provincial editions with prior approval from publisher. Additional cost for each substitution is \$1,000 per change.

Minimum quantity for splits is 1,000 pieces.

## Special Positions:

Guaranteed and preferred positions when available and requested, add 25% exclusive of color and mechanical charges. Not held from year to year without specific written booking insertions from advertisers.

## Cancellations:

No cancellations accepted after closing date. Cancellation of advertisements that have been set will be subject to production charge.

## Liability:

Advertiser and advertising agency assume liability for content (including text, representations, and illustrations in advertisements printed) and also assume responsibility for any claims arising therefrom made against the publisher.

## Color Reproduction:

Publisher will not be responsible for unsatisfactory reproduction of color advertisements unless accurate color proofs are supplied.

Make-good insertion will not be granted on minor errors which do not affect the value of the whole advertisement. Publisher's liability will not exceed the cost of that area of the space occupied by the error, whether the error is due to the negligence of its servants or otherwise. There shall be no liability for non-insertion beyond the amount paid for such advertisement. No allowance for errors in key numbers.

## Exclusivity:

We do not offer exclusivity for front page banners, ear lugs, banner wraps, outside back pages, etc.

## Supplied inserts:

Rate, issue availability, production requirements, closing dates, and other detailed information available on request. Geographic breakouts are available for preprinted inserts. Inserts may run national, west, or east, or by groups of counties, census divisions, or census sub-divisions. Rates for special space units (gatefolds, etc.) are available on request. Sponsorship of single issues are available by arrangement with publisher.

## Polybagging:

Canola Guide can be polybagged to include advertiser's material. Specifications and rates will be provided on request.

## Special Services:

When publisher must provide artwork, advertiser will be billed at cost.

## 2009/2010 Publication Schedule

### Late October/Early November '09

Focus on Seed  
Space: September 23  
Material: September 30

### Late December '09

Focus on Seed  
Space: November 18  
Material: November 25

### Late February '10

Crop Production  
Space and Material: January 18

### Mid March '10

Crop Production  
Space and Material: February 15

### Late October/Early November '10

Focus on Seed  
Space and Material: September 27

### Late December '10

Focus on Seed  
Space and Material: November 22

## Contact Information

National Advertising Consultant:  
**Sharon Harold**  
Phone: (780) 987-3285  
sharon.harold@fbcpublishing.com

## Send Materials To:

**Ad Services Co-ordinator** – ads@fbcpublishing.com  
Canola, Pulse & Special Crops Guide, 1666 Dublin Avenue,  
Winnipeg, MB R3H 0H1

**Phone:** (204) 944-5765 **Fax:** (204) 944-5562

**FTP:** <http://vip.fbcpublishing.com>  
User: VIP Password: fbcpass

## Ad Sizes

	B&W	B&1	B&3
Double Page Spread	\$10,444.80	\$12,684.80	\$14,204.80
Full Page	\$5,222.40	\$6,342.40	\$7,102.40
2/3rd Page	\$3,481.60	\$4,601.60	\$5,361.60
1/2 Page Spread	\$5,222.40	\$7,462.40	\$8,982.40
1/2 Page Island	\$3,133.45	\$4,253.45	\$5,013.45
1/2 Page	\$2,611.20	\$3,731.20	\$4,491.20
1/3 Page	\$1,740.80	\$2,860.80	\$3,620.80
1/4 Page	\$1,305.60	\$2,425.60	\$3,185.60
1/6 Page	\$881.30	\$2,001.30	\$2,761.30

\$10.88 per agate line    Black & 1 Color \$1,120.00    Black & 3 Color \$1,880.00

### Commonly requested sizes:

NON-BLEED (*width x depth*)

Double page spread . . . . . 18" X 11.5"  
 Page . . . . . 8" X 11.5"  
 2/3 page vertical . . . . . 5.25" X 11.5"  
 2/3 page square . . . . . 8" X 8"  
 1/2 page spread . . . . . 18" X 5.75"  
 1/2 page vertical . . . . . 3.75" X 11.5"  
 1/2 page horizontal . . . . . 8" X 5.75"  
 1/2 page island . . . . . 5.25" X 8.5"  
 1/3 page vertical . . . . . 2.5" X 11.5"  
 1/3 page horizontal . . . . . 8" X 3.75"  
 1/3 page square . . . . . 5.25" X 5.75"  
 1/4 page square . . . . . 3.75" X 5.75"

### Commonly requested sizes

BLEED (*width x depth*)

Double page spread . . . . . 20.5" X 13.5"  
 Page . . . . . 10.5" X 13.5"  
 1/2 page spread . . . . . 20.5" X 7"

## Mechanicals

TRIM SIZE: 10" X 13"  
 BINDING: saddle-stitched  
 COLUMN DEPTH: 11.42"  
 STANDARD COLUMN WIDTH: 2.5"  
 TWO COLUMNS: 5.25"  
 THREE COLUMNS: 8"

**Halftone line screen:** 150 lpi

**Dot gain:** 20% on SWOP coated

**Printing:** Heat-set web offset

### SAFETY MARGINS:

To avoid trimming into type, and to assure uniform margins on bleed ads, keep dimensions of type area 18" x 11.5" maximum for double-page spreads, and 8" x 11.5" maximum for page ads. (Safety margins, measured from trim size: for spreads 0.375" from gutter, 1.0" sides, 0.75" top and bottom; for page ads 1.0" sides, 0.75" top and bottom.) Bleed ads must have a minimum of .25" bleed allowance on head, foot, and fore edge.

### Minimum depth of advertisement:

One column: 1"    Two columns: 1.5"    Three columns: 2.5"  
 One-column and two-column ads more than 9" deep and three-column ads more than 7" deep run as full column depth and are charged as such.

### Production Specifications:

All supplied art must be in PDF format, with all elements converted to CMYK and a minimum resolution of 270 dpi.

### Proofs:

All proofs must be made from final electronic art. In the absence of an accurate color proof supplied along with advertising materials, the publisher will not be responsible for unsatisfactory color reproduction.

### Fine line work and lettering:

Fine serifs, small lettering, and thin line work should be restricted to one color and preferably not smaller than 7 point. The use of small letter (under 7 points) and fine serifs should be avoided.

### Ink Density:

Adjust ink limit in photos and rich blacks so that total coverage does not exceed 240%.

### NOTE:

We DO NOT ACCEPT ads in Microsoft Word Format. All files will be reviewed to ensure they meet FBC pre-press standards. Clients will be contacted regarding any modifications required.

## Contact Information

National Advertising Consultant:  
**Sharon Harold**  
 Phone: (780) 987-3285  
 sharon.harold@fbcpublishing.com

## Send Materials To:

**Ad Services Co-ordinator** – ads@fbcpublishing.com  
 Wheat, Oats & Barley, 1666 Dublin Avenue,  
 Winnipeg, MB R3H 0H1

**Phone:** (204) 944-5765    **Fax:** (204) 944-5562

**FTP:** <http://vip.fbcpublishing.com>  
 User: VIP    Password: fbcpass

**New Accounts:**

Transient and new accounts, cash with order.

**Contracts & Schedules:**

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**Gross Dollars Spent Discount**

\$20,001 - \$50,000 .....	2%
\$50,001 - \$150,000 .....	3.5%
\$150,001 - \$250,000 .....	5%
\$250,001 - \$300,000 .....	7.5%
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**Split Copy:**

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**Supplied inserts:**

Rate, issue availability, production requirements, closing dates, and other detailed information available on request. Geographic breakouts are available for preprinted inserts. Inserts may run national, west, or east, or by groups of counties, census divisions, or census sub-divisions. Rates for special space units (gatefolds, etc.) are available on request. Sponsorship of single issues are available by arrangement with publisher.

**Polybagging:**

Wheat, Oats & Barley can be polybagged to include advertiser's material. Specifications and rates will be provided on request.

**Special Services:**

When publisher must provide artwork, advertiser will be billed at cost.

## 2009/2010 Publication Schedule

**Week of January 18**

Research  
 Space and Material: December 4 '09

**Week of February 16**

Seed & Seeding Options  
 Space and Material: January 8

**Week of March 22**

Cereal Grain Production Strategies  
 Space and Material: February 5

**Week of April 12**

Pest Control Strategies  
 Space and Material: March 5

## Contact Information

National Advertising Consultant:  
**Sharon Harold**  
 Phone: (780) 987-3285  
 sharon.harold@fbcpublishing.com

## Send Materials To:

**Ad Services Co-ordinator** – ads@fbcpublishing.com  
 Wheat, Oats & Barley, 1666 Dublin Avenue,  
 Winnipeg, MB R3H 0H1  
**Phone:** (204) 944-5765 **Fax:** (204) 944-5562  
**FTP:** http://vip.fbcpublishing.com  
 User: VIP Password: fbcpass

## Ad Sizes

	B&W	B&1	B&3
Double Page Spread	\$14,864.50	\$16,394.50	\$17,804.50
Full Page	\$7,432.25	\$8,197.25	\$8,902.25
Junior Double Page Spread	\$7,672.00	\$9,202.00	\$10,612.00
Junior Page	\$3,836.00	\$4,601.00	\$5,306.00
1/2 Page Double Page Spread	\$7,398.00	\$8,928.00	\$10,338.00
1/2 Page	\$3,699.00	\$4,464.00	\$5,169.00
1/4 Page	\$1,911.15	\$2,676.15	\$3,381.15
1/8 Page	\$959.00	\$1,724.00	\$2,429.00
Earlug			\$3,381.15
Front Banner			\$5,306.00

\$6.85 per agate line Black & 1 Color \$765.00 Black & 3 Color \$1,470.00

**False Covers and Gatefolds now available. Call for pricing.**

**NEW! Bleeds now available on the following ads sizes at no additional charge:**

Double page spread, full page, half page, half page spread and banner ads.

### Commonly requested sizes:

#### NON-BLEED

Double page spread . . . . . 21.6" X 15.5"  
10 columns x 217 agate lines

Full page . . . . . 10.25" x 15.5"  
5 columns x 217 agate lines

Junior page spread . . . . . 17.4" x 10"  
8 columns x 140 agate lines

Junior page . . . . . 8.125" x 10"  
4 columns x 140 agate lines

Double half-page spread . . 21.6" x 7.75"  
10 columns x 108 agate lines

Half page . . . . . 10.25" x 7.75"  
5 columns x 108 agate lines

Quarter page . . . . . 6" x 6.625"  
3 columns x 93 agate lines

Eighth page . . . . . 4" x 5"  
2 columns x 70 agate lines

### Commonly requested sizes:

#### BLEED

Double page spread . . . . . 22.5" x 17"

Full page . . . . . 11.5" x 17"

Double half-page spread . . 22.5" x 8.25"

Half page . . . . . 11.5" x 8.25"

Quarter page banner sprd . . 22.5" x 3.5"

Quarter page banner . . . . . 11.5" x 3.5"

## Mechanicals

Trim size: 11" x 16.5"  
Live area: 10.25" x 15.5"  
Column width: 1.9"  
Page depth: 217 agate lines  
No. of columns: 5  
Halftone line screen: 85  
Dot gain: 30%  
Printing: Heat-set web offset  
Bleeds: Not available

All supplied art must be in PDF format, with all elements converted to CMYK and a minimum resolution of 170 dpi.

#### Proofs:

All proofs must be made from final electronic art. In the absence of an accurate color proof supplied with advertising materials, the publisher will not be responsible for unsatisfactory color reproduction.

#### Fine line work and lettering:

Fine serifs, small lettering, and thin line work should be restricted to one color and preferably not smaller than 7 point. The use of small letter (under 7 points) and fine serifs should be avoided.

#### Ink Density:

Adjust ink limit in photos and rich blacks so that total coverage does not exceed 240%.

#### NOTE:

We DO NOT ACCEPT ads in Microsoft Word Format. All files will be reviewed to ensure they meet FBC pre-press standards. Clients will be contacted regarding any modifications required.

## Contact Information

National Advertising Consultant:  
**Cory Bourdeaud'hui**  
Phone: (204) 954-1414 Cell: (204) 227-5274  
cory@fbcpublishing.com

## Send Materials To:

**Ad Services Co-ordinator** – ads@fbcpublishing.com  
Grainews, 1666 Dublin Avenue,  
Winnipeg, MB R3H 0H1

**Phone:** (204) 944-5765 **Fax:** (204) 944-5562

**FTP:** http://vip.fbcpublishing.com  
User: VIP Password: fbcpass

**New Accounts:**

Transient and new accounts, cash with order.

**Contracts & Schedules:**

Contracts are based on volume committed in advance for a 12-month period.

Advertising not scheduled and contracted for will be immediately subject to any rate change. Contracted advertising will be rate protected for 3 months. The publisher is not bound by any conditions, printed or otherwise, appearing on contracts or copy instructions when such conflict with the provisions of this rate card.

Contracts for advertising at other than published rates will not be accepted. The publisher reserves the right to hold any advertiser and its advertising agency jointly and severally liable for such monies as are due and payable to the publisher.

**Commission:**

15% will be paid to recognized agencies on the gross charges for space, color, and position, when ad copy is forwarded via FTP, e-mail or provided on removable media. Account payable in Canadian funds.

**Advertising content:**

All copy subject to the approval of the publisher, who reserves the right to reject, discontinue, or omit any advertisement or cancel any advertising contract without penalty to either party.

Right reserved to place the word "Advertisement" over any paid announcement.

**Dollar Volume Discount:**

FBC offers the following dollar volume discounts. These apply to gross advertising dollars spent within the prior 12-month calendar year in Farm Business Communications print publications with the exception of Seed Manitoba, Yield Manitoba and Horses All.

**Gross Dollars Spent Discount**

\$20,001 - \$50,000 .....	2%
\$50,001 - \$150,000 .....	3.5%
\$150,001 - \$250,000 .....	5%
\$250,001 - \$300,000 .....	7.5%
\$300,001 - \$400,000 .....	9%
\$400,001 + .....	10.5%

**Split Copy:**

Regional advertisers may make copy substitutions in limited combinations of regions or provincial editions with prior approval from publisher. Additional cost for each substitution is \$1,000 per change. Minimum quantity for splits is 1,000 pieces.

**Special Positions:**

Guaranteed and preferred positions when available and requested, add 25% exclusive of color and mechanical charges. Not held from year to year without specific written booking insertions from advertisers.

**Cancellations:**

No cancellations accepted after closing date. Cancellation of advertisements that have been set will be subject to production charge.

**Liability:**

Advertiser and advertising agency assume liability for content (including text, representations, and illustrations in advertisements printed) and also assume responsibility for any claims arising therefrom made against the publisher.

**Color Reproduction:**

Publisher will not be responsible for unsatisfactory reproduction of color advertisements unless accurate color proofs are supplied.

Make-good insertion will not be granted on minor errors which do not affect the value of the whole advertisement. Publisher's liability will not exceed the cost of that area of the space occupied by the error, whether the error is due to the negligence of its servants or otherwise. There shall be no liability for non-insertion beyond the amount paid for such advertisement. No allowance for errors in key numbers.

**Exclusivity:**

We do not offer exclusivity for front page banners, earlugs, banner wraps, outside back pages, etc.

**Supplied inserts:**

Rate, issue availability, production requirements, closing dates, and other detailed information available on request. Geographic breakouts are available for preprinted inserts. Inserts may run national, west, or east, or by groups of counties, census divisions, or census sub-divisions. Rates for special space units (gatefolds, etc.) are available on request. Sponsorship of single issues are available by arrangement with publisher.

**Polybagging:**

Grainews can be polybagged to include advertiser's material. Specifications and rates will be provided on request.

**Special Services:**

When publisher must provide artwork, advertiser will be billed at cost.

**2009/2010**

**Publication Schedule**

**2009**

**July/August**

Pre-Harvest Planning/Grain Storage & Handling  
Space: July 2 Material: July 9

**September 8**

Fall Weed Control  
Space: August 13 Material: August 20

**October 5**

Seed: New Varieties  
Space: September 3 Material: September 10

**October 19**

Seed: New Varieties  
Space: September 17 Material: September 24

**November 9**

Seed, Grain Marketing Strategies  
Space: October 8 Material: October 15

**December 7**

Year End Review & Forecast  
Space: November 5 Material: November 12

**2010**

**January 11**

Seed: Varieties & Options  
Space and Material: December 18

**January 25**

Seed: Varieties & Options  
Space and Material: January 8

**February 8**

Crop Protection & Nutrition  
Space and Material: January 22

**February 15**

Crop Protection & Nutrition  
Space and Material: January 29

**February 22**

Crop Protection & Nutrition  
Space and Material: February 5

**March 1**

New Crop Production Technologies  
Space and Material: February 12

**March 8**

Pre-Seeding: Crop Planning  
Space and Material: February 19

**March 22**

Pre-Seeding: Crop Planning  
Space and Material: March 5

**April 5**

Special Weed Section  
Space and Material: March 19

**April 19**

Special Disease Section  
Space and Material: April 2

**May 3**

Special Insect Section  
Space and Material: April 16

**June 7**

Crop Care Strategies  
Space and Material: May 21

**July/August**

Pre-Harvest Planning/Grain Storage & Handling  
Space and Material: July 9

**September 6**

Fall Weed Control  
Space and Material: August 20

**October 4**

Seed: New Varieties  
Space and Material: September 17

**October 18**

Seed: New Varieties  
Space and Material: October 1

**November 8**

Seed, Grain Marketing Strategies  
Space and Material: October 22

**December 6**

Year End Review & Forecast  
Space and Material: November 19

**Contact Information**

National Advertising Consultant:

**Cory Bourdeaud'hui**

Phone: (204) 954-1414 Cell: (204) 227-5274

cory@fbcpublishing.com

**Send Materials To:**

**Ad Services Co-ordinator** – ads@fbcpublishing.com

Grainews, 1666 Dublin Avenue,  
Winnipeg, MB R3H 0H1

**Phone:** (204) 944-5765 **Fax:** (204) 944-5562

**FTP:** <http://vip.fbcpublishing.com>

User: VIP Password: fbcpass

# Cattleman's Corner Advertising Rate Card

Rates effective as of July 1, 2009

## Cattleman's Corner beefs up every issue of Grainews.

Each issue of Grainews includes an informed section devoted to the business of raising beef. Cattleman's Corner is written for cow/calf producers and reaches the mainstream of the beef business.

## Ad Sizes

	B&W	B&1	B&3
Double Page Spread	\$8,658.30	\$9,488.30	\$11,438.30
Full Page	\$4,329.15	\$4,744.15	\$5,719.15
Junior Double Page Spread	\$4,468.80	\$5,298.80	\$7,248.80
Junior Page	\$2,234.40	\$2,649.40	\$3,624.40
1/2 Page Double Page Spread	\$4,309.20	\$5,139.20	\$7,089.20
1/2 Page	\$2,154.60	\$2,569.60	\$3,544.60
1/4 Page	\$1,113.20	\$1,528.20	\$2,503.20
1/8 Page	\$558.60	\$973.60	\$1,948.60
Earlug			
Front Banner			

\$3.99 per agate line Black & 1 Color \$415.00 Black & 3 Color \$1,390.00

**NEW!** Bleeds now available on the following ads sizes at no additional charge:  
Double page spread, full page, half page, half page spread and banner ads.

### Commonly requested sizes:

- Double page spread . . . . .21.6" X 15.5"  
10 columns x 217 agate lines
- Full page . . . . .10.25" x 15.5"  
5 columns x 217 agate lines
- Junior page spread . . . . . 17.4" x 10"  
8 columns x 140 agate lines
- Junior page . . . . . 8.125" x 10"  
4 columns x 140 agate lines
- Double half-page spread . .21.6" x 7.75"  
10 columns x 108 agate lines
- Half page. . . . .10.25" x 7.75"  
5 columns x 108 agate lines
- Quarter page . . . . . 6" x 6.625"  
3 columns x 93 agate lines
- Eighth page . . . . .4" x 5"  
2 columns x 70 agate lines

### Commonly requested sizes:

- BLEED**
- Double page spread . . . . . 22.5" x 17"
  - Full page . . . . .11.5" x 17"
  - Double half-page spread . . 22.5" x 8.25"
  - Half page. . . . . 11.5" x 8.25"
  - Quarter page banner sprd . .22.5" x 3.5"
  - Quarter page banner . . . . .11.5" x 3.5"

## Mechanicals

- Trim size: 11" x 16.5"
- Live area: 10.25" x 15.5"
- Column width: 1.9"
- Page depth: 217 agate lines
- No. of columns: 5
- Halftone line screen: 85
- Dot gain: 30%
- Printing: Heat-set web offset
- Bleeds: Not available

All supplied art must be in PDF format, with all elements converted to CMYK and a minimum resolution of 170 dpi.

### Proofs:

All proofs must be made from final electronic art. In the absence of an accurate color proof supplied with advertising materials, the publisher will not be responsible for unsatisfactory color reproduction.

### Fine line work and lettering:

Fine serifs, small lettering, and thin line work should be restricted to one color and preferably not smaller than 7 point. The use of small letter (under 7 points) and fine serifs should be avoided.

### Ink Density:

Adjust ink limit in photos and rich blacks so that total coverage does not exceed 240%.

### NOTE:

We DO NOT ACCEPT ads in Microsoft Word Format. All files will be reviewed to ensure they meet FBC pre-press standards. Clients will be contacted regarding any modifications required.

## Contact Information

National Advertising Consultant:  
**Deborah Wilson**  
Phone: (403) 325-1695 Fax: (403) 572-3029  
deb.wilson@fbcpublishing.com

## Send Materials To:

**Ad Services Co-ordinator** – ads@fbcpublishing.com  
Cattleman's Corner, 1666 Dublin Avenue,  
Winnipeg, MB R3H 0H1  
**Phone:** (204) 944-5765 **Fax:** (204) 944-5562  
**FTP:** http://vip.fbcpublishing.com  
User: VIP Password: fbcpass

### New Accounts:

Transient and new accounts, cash with order.

### Contracts & Schedules:

Contracts are based on volume committed in advance for a 12-month period.

Advertising not scheduled and contracted for will be immediately subject to any rate change. Contracted advertising will be rate protected for 3 months. The publisher is not bound by any conditions, printed or otherwise, appearing on contracts or copy instructions when such conflict with the provisions of this rate card.

Contracts for advertising at other than published rates will not be accepted. The publisher reserves the right to hold any advertiser and its advertising agency jointly and severally liable for such monies as are due and payable to the publisher.

### Commission:

15% will be paid to recognized agencies on the gross charges for space, color, and position, when ad copy is forwarded via FTP, e-mail or provided on removable media. Account payable in Canadian funds.

### Advertising content:

All copy subject to the approval of the publisher, who reserves the right to reject, discontinue, or omit any advertisement or cancel any advertising contract without penalty to either party.

Right reserved to place the word "Advertisement" over any paid announcement.

### Dollar Volume Discount:

FBC offers the following dollar volume discounts. These apply to gross advertising dollars spent within the prior 12-month calendar year in Farm Business Communications print publications with the exception of Seed Manitoba, Yield Manitoba and Horses All.

### Gross Dollars Spent Discount

\$20,001 - \$50,000 .....	2%
\$50,001 - \$150,000 .....	3.5%
\$150,001 - \$250,000 .....	5%
\$250,001 - \$300,000 .....	7.5%
\$300,001 - \$400,000 .....	9%
\$400,001 + .....	10.5%

### Split Copy:

Regional advertisers may make copy substitutions in limited combinations of regions or provincial editions with prior approval from publisher. Additional cost for each substitution is \$1,000 per change. Minimum quantity for splits is 1,000 pieces.

### Special Positions:

Guaranteed and preferred positions when available and requested, add 25% exclusive of color and mechanical charges. Not held from year to year without specific written booking insertions from advertisers.

### Cancellations:

No cancellations accepted after closing date. Cancellation of advertisements that have been set will be subject to production charge.

### Liability:

Advertiser and advertising agency assume liability for content (including text, representations, and illustrations in advertisements printed) and also assume responsibility for any claims arising therefrom made against the publisher.

### Color Reproduction:

Publisher will not be responsible for unsatisfactory reproduction of color advertisements unless accurate color proofs are supplied.

Make-good insertion will not be granted on minor errors which do not affect the value of the whole advertisement. Publisher's liability will not exceed the cost of that area of the space occupied by the error, whether the error is due to the negligence of its servants or otherwise. There shall be no liability for non-insertion beyond the amount paid for such advertisement. No allowance for errors in key numbers.

### Exclusivity:

We do not offer exclusivity for front page banners, earlugs, banner wraps, outside back pages, etc.

### Supplied inserts:

Rate, issue availability, production requirements, closing dates, and other detailed information available on request. Geographic breakouts are available for preprinted inserts. Inserts may run national, west, or east, or by groups of counties, census divisions, or census sub-divisions. Rates for special space units (gatefolds, etc.) are available on request. Sponsorship of single issues are available by arrangement with publisher.

### Polybagging:

Grain news can be polybagged to include advertiser's material. Specifications and rates will be provided on request.

### Special Services:

When publisher must provide artwork, advertiser will be billed at cost.

## 2009/2010 Publication Schedule

### 2009

#### July/August

Range, Pasture and Beef Management  
Space: July 2 Material: July 9

**September 8** Cattle Care: Animal Health  
Space: August 13 Material: August 20

**October 5** Feeding  
Space: September 3 Material: September 10

**October 19** Breeding Management  
Space: September 17 Material: September 24

**November 9** Breeding Management  
Space: October 8 Material: October 15

**December 7** Year End Review & Forecast  
Space: November 5 Material: November 12

### 2010

**January 11** Seed: Varieties & Options  
Space and Material: December 18

**January 25** Seed: Varieties & Options  
Space and Material: January 8

**February 8** Crop Protection & Nutrition  
Space and Material: January 22

**February 15** Crop Protection & Nutrition  
Space and Material: January 29

**February 22** Crop Protection & Nutrition  
Space and Material: February 5

**March 1** New Crop Production Technologies  
Space and Material: February 12

**March 8** Pre-Seeding: Crop Planning  
Space and Material: February 19

**March 22** Pre-Seeding: Crop Planning  
Space and Material: March 5

**April 5** Special Weed Section  
Space and Material: March 19

**April 19** Special Disease Section  
Space and Material: April 2

**May 3** Special Insect Section  
Space and Material: April 16

**June 7** Crop Care Strategies  
Space and Material: May 21

#### July/August

Pre-Harvest Planning/Grain Storage & Handling  
Space and Material: July 9

**September 6** Fall Weed Control  
Space and Material: August 20

**October 4** Seed: New Varieties  
Space and Material: September 17

**October 18** Seed: New Varieties  
Space and Material: October 1

**November 8** Seed, Grain Marketing Strategies  
Space and Material: October 22

**December 6** Year End Review & Forecast  
Space and Material: November 19

## Contact Information

National Advertising Consultant:

**Deborah Wilson**

Phone: (403) 325-1695 Fax: (403) 572-3029

deb.wilson@fbcpublishing.com

## Send Materials To:

**Ad Services Co-ordinator** – ads@fbcpublishing.com

Cattleman's Corner, 1666 Dublin Avenue,  
Winnipeg, MB R3H 0H1

**Phone:** (204) 944-5765 **Fax:** (204) 944-5562

**FTP:** <http://vip.fbcpublishing.com>

User: VIP Password: fbcpass



# SEED MANITOBA

2010 ADVERTISING RATES & MECHANICAL SPECIFICATIONS



# YIELD MANITOBA



There's hardly a farmer in Manitoba that makes seeding plans without first having a look at **Seed Manitoba**, which arrives in the mailbox in early December. You'll find a well-thumbed copy in almost every farm office for several months after that.

**Seed Manitoba** is the official seed guide for Manitoba, produced by the Manitoba Co-operator in partnership with Manitoba Seed Growers Association (MSGA) and MCVET (Manitoba Crop Variety Evaluation Trials), a government/industry partnership to ensure accurate and independent variety assessment.

In addition to comprehensive data on yield, days to maturity and disease resistance, **Seed Manitoba** contains a directory of Manitoba seed growers and the varieties they have available. Along with **Yield Manitoba**, **Seed Manitoba** is an ideal vehicle for delivering a message with staying power.



**Seed Manitoba** carries the official results of the Manitoba Crop Variety Evaluation Team (MCVET). It is a must read for Manitoba farmers selecting their seed varieties for the coming season. **Seed Manitoba** is produced in conjunction with MCVET, Manitoba Agriculture, Food and Rural Initiatives and the Manitoba Seed Growers' Association.





Seed comes first, yield comes last... but not least. Seed Manitoba, the Manitoba Co-operator's official guide to provincial crop variety trials, is the first thing farmers look at in making their seed choice. But there's a second part of the equation — how the varieties actually performed in the farmers' fields. That's where **Yield Manitoba** comes in.

To participate in crop insurance, which most farmers do, they must submit yield data to the Manitoba Agricultural Services Corporation, which publishes the information annually as part of its sophisticated "Management Plus" database. It allows farmers to see actual yields by variety as well as by different areas of the province. **Yield Manitoba**, published by the Manitoba Co-operator, is the official vehicle for delivering this valuable information. Along with **Seed Manitoba**, **Yield Manitoba** is an ideal vehicle for delivering a message with staying power.



**Yield Manitoba** reports actual yields by crop district, as reported by farmers to the Manitoba Agricultural Services Corporation (MASC). It is a must read for Manitoba farmers striving to yield a better crop. **Yield Manitoba** is produced in conjunction with Manitoba Agricultural Services Corporation.



# Seed Manitoba & Yield Manitoba Advertising Rates 2010

Size	B/W	B&3
Full page	\$1,893.00	\$2,893.00
Double page spread	\$3,786.00	\$5,786.00
<sup>2</sup> / <sub>3</sub> Page	\$1,514.00	\$2,514.00
<sup>1</sup> / <sub>2</sub> Page	\$1,028.00	\$2,028.00
<sup>1</sup> / <sub>3</sub> Page	\$757.00	\$1,757.00
<sup>1</sup> / <sub>4</sub> Page	\$568.00	\$1,568.00
<sup>1</sup> / <sub>8</sub> Page	\$283.00	\$1,283.00
Business Card	\$205.00	N/A

**Seed Manitoba** – 20,000 copies including 13,500 addressed copies delivered through Manitoba Co-operator  
 Issue Date: December 10, 2009  
 Space Reservations: October 15, 2009  
 Material Deadline: October 23, 2009

**Yield Manitoba** – 18,000 copies including 14,000 addressed copies delivered through Manitoba Co-operator  
 Issue Date: February 18, 2010  
 Space Reservations: January 5, 2010  
 Material Deadline: January 8, 2010

Rates for Seed Manitoba and Yield Manitoba do not qualify for dollar volume discounts.

**SAVE!** Book both publications by **OCTOBER 16, 2009** and **RECEIVE 15% OFF** your rate in **YIELD MANITOBA**.

## Seed Manitoba & Yield Manitoba Mechanicals

Trim Size: 8.125" x 10.75" Seed Manitoba: perfect bound Yield Manitoba: saddle stitch

Space size NON-BLEED (width x depth)	
Double-page spread	15.25" x 10"
Page	7.25" x 10"
<sup>2</sup> / <sub>3</sub> page spread	15.25" x 6.5"
<sup>2</sup> / <sub>3</sub> page	7.25" x 6.5"
<sup>1</sup> / <sub>2</sub> page spread	15.25" x 5"
<sup>1</sup> / <sub>2</sub> page vertical	3.5" x 10"
<sup>1</sup> / <sub>2</sub> page horizontal	7.25" x 5"
<sup>1</sup> / <sub>3</sub> page spread	15.25" x 3.375"
<sup>1</sup> / <sub>3</sub> page horizontal	7.25" x 3.375"
<sup>1</sup> / <sub>4</sub> page	3.5" x 5"
<sup>1</sup> / <sub>8</sub> page	3.5" x 2.5"
Business Card	3.5" x 1.875"

Space Size BLEED (width x depth)	
Trim size	8.125" x 10.75"
Double-page spread	16.75" x 11.25"
Full Page	8.625" x 11.25"
<sup>2</sup> / <sub>3</sub> page spread	16.75" x 6.5"
<sup>2</sup> / <sub>3</sub> page	8.625" x 7.25"
<sup>1</sup> / <sub>2</sub> page spread	16.75" x 5.75"
<sup>1</sup> / <sub>2</sub> page vertical	4.125" x 11.25"
<sup>1</sup> / <sub>2</sub> page horizontal	8.625" x 5.75"
<sup>1</sup> / <sub>3</sub> page spread	16.75" x 4.125"
<sup>1</sup> / <sub>3</sub> page horizontal	8.625" x 4.125"

A minimum of 1/4" bleed is required outside trim size.  
 The above sizes have bleed included.

## Reach Manitoba Farmers – plant your message in Seed Manitoba & Yield Manitoba

### Digital Artwork Specifications

**Security Margin:** Please keep all type inset .25" from trim dimensions.

**Printing Specifications:** Heat set web. Line screen:150. Dot gain:20%.

**Colour Guidance:** An accurate colour proof must accompany all advertising materials. In the absence of a colour proof, publisher will not be held responsible for unsatisfactory colour reproduction.

**Electronic Material:** It is preferred that electronic files arrive in press-ready Acrobat PDF format (5.0 compatible). When saving a file in PDF format, please embed ALL fonts and limit photo resolution to 300 dpi. Color ads must have CMYK colour applied to all elements, RGB images are not acceptable. Files can be sent electronically by e-mail or ftp.

### Send Ad Materials To:

Ad Services Co-ordinator – ads@fbcpublishing.com

Seed Manitoba | Yield Manitoba

1666 Dublin Avenue, Winnipeg, MB R3H 0H1

Phone: 204.944.5765 Fax: 204.944.5562

FTP: http://vip.fbcpublishing.com USER: VIP PASSWORD: fbcpass

### Contact Us:

**Terry McGarry**

Tel: 204 981-3730

email: trmcgarr@mts.net

