



NORTHLANDS
Live a lot.

The Northlands Farm & Ranch Show is Western Canada's largest Spring agricultural show.

The show features state-of-the-art farm equipment, products and services displayed by all the major agricultural industry leaders, including manufacturers and suppliers.

If you want to reach the producers and suppliers at the show, the Official Show Guide is the place to be seen. Call today for more information.

NORTHLANDS
FARM & RANCH
SHOW


April 8 - 10, 2010
Edmonton, Alberta



Publication Date: March 25, 2010


Ad Sizes

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




\$367.50

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



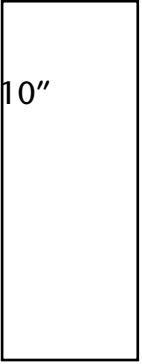
\$735

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



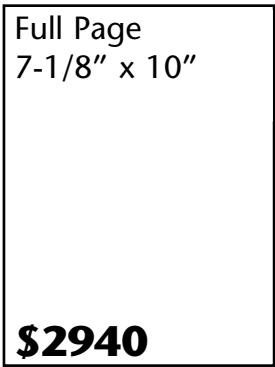
\$1470

1/2 Page
(vertical)
3-1/2" x 10"



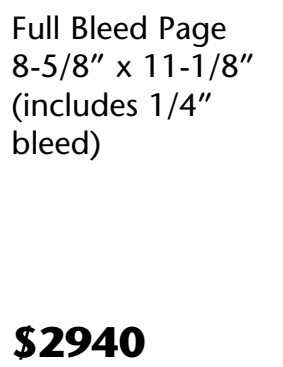
\$1470

Full Page
7-1/8" x 10"



\$2940

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



\$2940

Prices do not include GST.

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

35 lb. E-Cal stock: 133 lpi / 285% ink limit / 27% dot gain

Rates & Deadlines

Cover Rates

Inside: \$3250 + 4C
 Outside Back Cover: \$3350 + 4C

Colour Charges

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

Deadlines

Ad booking deadline February 16, 2010
 Ad material deadline February 19, 2010

**Publication Date: March 25, 2010 in
 The Western Producer**

*For more information on how to place
 your advertisement in the
 "Northlands Farm & Ranch Official Show Guide"
 call your advertising consultant:*



Show Guides

*Multiple Booking
 Promotion - book the
 same size ad in any two
 show guides (full or limited
 circulation) and receive
 20% off color charges. Book
 three guides and receive
 30% off color charges, book
 four guides and receive
 40% off color charges, book
 five guides and receive 50%
 off color charges.



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

— **Ipsos Reid, Agricultural
 Communications Review,
 April 2009**