

| 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

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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