

## NATIONAL

	B/W	Full Colour
Double Page Spread	\$15,808.80	\$22,148.80
Full Page	\$7,904.40	\$11,074.40
2/3 Page	\$5,269.60	\$8,439.60
1/2 Page Spread	\$7,904.40	\$14,244.40
1/2 Page Island	\$4,742.64	\$7,912.64
1/2 Page	\$3,952.20	\$7,122.20
1/3 Page	\$2,634.80	\$5,804.80
1/4 Page	\$1,957.28	\$5,127.28
1/6 Page	\$1,317.40	\$4,487.40
Earlug		\$5,127.28
Front Banner		\$7,122.20
Outside Back Cover		\$12,735.56
Inside Back Cover		\$12,181.84
Inside Front Cover		\$12,403.33

\$18.82 per agate line    Black & 1 Color \$1,060.00    Black & 3 Color \$3,170

## EASTERN

	B/W	Full Colour
Double Page Spread	\$6,358.80	\$9,138.80
Full Page	\$3,179.40	\$4,569.40
2/3 Page	\$2,119.60	\$3,509.60
1/2 Page Spread	\$3,179.40	\$5,959.40
1/2 Page Island	\$1,907.64	\$3,297.64
1/2 Page	\$1,589.70	\$2,979.70
1/3 Page	\$1,059.80	\$2,449.80
1/4 Page	\$787.28	\$2,177.28
1/6 Page	\$529.90	\$1,919.90
Earlug		\$2,177.28
Front Banner		\$2,979.70
Outside Back Cover		\$5,254.81
Inside Back Cover		\$5,026.34
Inside Front Cover		\$5,117.73

\$7.57 per agate line    Black & 1 Color \$530.00    Black & 3 Color \$1,390.00

## WESTERN

	B/W	Full Colour
Double Page Spread	\$9,660.00	\$13,220.00
Full Page	\$4,830.00	\$6,610.00
2/3 Page	\$3,220.00	\$5,000.00
1/2 Page Spread	\$4,830.00	\$8,390.00
1/2 Page Island	\$2,898.00	\$4,678.00
1/2 Page	\$2,415.00	\$4,195.00
1/3 Page	\$1,610.00	\$3,390.00
1/4 Page	\$1,196.00	\$2,976.00
1/6 Page	\$805.00	\$2,585.00
Earlug		\$2,976.00
Front Banner		\$4,195.00
Outside Back Cover		\$7,601.50
Inside Back Cover		\$7,271.00
Inside Front Cover		\$7,403.20

\$11.50 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"

**Halftone line screen:** 150

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

**Printing:** Heat-set web offset

**Safety Margins (measured from trim size):** For spreads 0.375" from gutter, 0.625" sides, 0.375" top and bottom; for full page ads 0.625" sides, 0.375" top and bottom.

To avoid trimming into type, and to assure uniform margins on bleed ads, keep dimensions of type area to 15" x 10" maximum for double-page spreads, and 7" x 10" maximum for full page ads. 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.

**Electronic Material:** Electronic files should 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 270 dpi. Colour ads must have CMYK colour applied to all elements, RGB images are not acceptable. Files can be sent electronically by e-mail to ads@fbcpublishing.com or by ftp to http://vip.fbcpublishing.com User: VIP Password: fbcpass

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

**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.

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

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

**Commonly requested sizes:**

<b>NON-BLEED (width x depth)</b>	1/3 page horizontal ... 7" x 3.375"
Double-page spread ... 15" x 10"	1/3 page square ... 4.5" x 5"
Full Page ... 7" x 10"	1/4 page horizontal ... 7" x 2.5"
2/3 page vertical ... 4.5" x 10"	1/4 page square ... 3.375" x 5"
2/3 page horizontal ... 7" x 6.5"	1/6 page vertical ... 2.125" x 5"
1/2 page spread ... 15" x 5"	1/6 page horizontal ... 4.5" x 2.5"
1/2 page vertical ... 3.375" x 10"	1/12 page ... 2.125" x 2.5"
1/2 page horizontal ... 7" x 5"	<b>BLEED (width x depth)</b>
1/2 page junior ... 4.5" x 6.75"	Db1-page sprd ... 16.75" x 11.25"
1/2 page island ... 4.5" x 7.5"	Full Page ... 8.625" x 11.25"
1/3 page vertical ... 2.125" x 10"	1/2 page sprd ... 16.75" x 5.875"

## 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

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, colour, 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.

Publisher reserves the right reserved to place the word "Advertisement" centered in 8pt Helvetica over any paid announcement.

**Split Copy:**

Regional advertisers may make copy substitutions in any combination of regions or provincial editions. Additional cost for each substitution is \$1000. Minimum quantity for splits is 1000 pieces.

**Dollar Volume Discount:**

FBC offers the following dollar volume discounts. These apply to gross advertising dollars spent within a 12-month period in any Farm Business Communications print publication with the exception of Seed Manitoba, Yield Manitoba, Yield Alberta, Le Bulletin, Wheel & Deal, Ag Dealer, Agricole Ideal 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%

**Special Positions:**

Guaranteed and preferred positions when available and requested, add 25% exclusive of colour 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.

**Colour Reproduction:**

Publisher will not be responsible for unsatisfactory reproduction of colour advertisements unless accurate colour 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, earlogs, 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 geographically, by FSA, 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:**

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

**Special Services:**

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

**Publication Schedule 2011**

**September 20** – Our annual Marketing issue - Tools, tips and strategies for more effective marketing  
Space and Material: August 22

**October 18** – Money Management  
Take charge of on farm profitability with these money moves  
Space and Material: September 19

**November 22** – Education - Investing in the right opportunities for you and your farm  
Space and Material: October 24

**2012**

**January 17** – How to Thrive in 2012  
Space and Material: December 9

**February 1** – Better Leaders: Driving our farms to the next level  
Space and Material: January 3

**February 15\*** – Maximizing Profits - Bringing business strategy and field management together for maximum profits  
Space and Material: January 13

**March 1** – The Next Generation - Profiles of young farmers who are changing the landscape  
Space and Material: January 27

**March 15** – Gearing Up, 2012 - Annual machinery issue with tools and strategies to buy, manage and operate machinery.  
Space and Material: February 10

**March 29** – Hey, Partner - Reap the synergies of joint ventures, today's new partnerships and more  
Space and Material: February 24

**April 12** – Grow Your Business - Get more out of your summer by making these deals while the sun shines  
Space and Material: March 9

**May/June** – Annual Cross-Canada Road Trip  
Space and Material: May 4

**August/September** – Insight Issue - Where do you want to be in five years? Here's how to get there  
Space and Material: July 20

**September 17** – Annual Marketing issue - Tools, tips and strategies for more effective marketing  
Space and Material: August 17

**October 15** – Money Management - Take charge of on-farm profitability with these money moves  
Space and Material: September 14

**November 19** – Education - Investing in the right opportunities for you and your farm  
Space and Material: October 19

*\*February 15 issue delivers Soybean Guide with extended distribution*

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