

# yield ALBERTA 2016|2017mediakit



Actual yields by variety as reported to the provincial crop insurance corporation.

WHEATBARLEYCANOLAFLAXOATSRYELENTILSPEASBEANSMUSTARDPOTATOES

Rates effective as of April 1, 2016

AD UNIT	NON BLEED DIMENSIONS	BLEED AD DIMENSIONS		B&W RATE	FULL COLOUR RATE
	LIVE AREA	TRIM	BLEED*		
DPS	15.375" x 10"	16.25" x 10.75"	16.75" x 11.25"	6,850.00	8,850.00
Full page	7.25" x 10"	8.125" x 10.75"	8.625" x 11.25"	3,502.00	4,502.00
2/3 page	7.25" x 6.5"	8.125" x 7"	8.625" x 7.5"	2,328.00	3,328.00
1/2 page Vertical	3.5" x 10"	3.9" x 10.75"	4.40" x 11.25"	1,751.00	2,751.00
1/2 page Horizontal	7.25" x 5"	8.125" x 5.5"	8.625" x 6"	1,751.00	2,751.00
1/2 page Spread	15.375" x 5"	16.25" x 5.5"	16.75" x 6"	3,502.00	5,502.00
1/3 page	7.25" x 3.375"	8.125" x 3.875"	8.625" x 4.375"	1,164.00	2,164.00
1/4 page	3.5" x 5"			875.00	1,875.00
1/8 page	3.5" x 2.45"			438.00	1,438.00

Black & 1 Colour \$360 Black & 3 Colour \$1000. Rates for Yield Alberta do not qualify for FBC dollar volume discounts. \* Bleed size dimensions include .25" bleed on all sides

## PUBLICATION SCHEDULE

### YIELD ALBERTA

Issue Date: February 27, 2017  
Deadline: January 23, 2017

## PRINT QUANTITY

46,000 copies delivered through  
Alberta Farmer Express

Trim Size	8.125" X 10.75"
Binding	Saddle-stitched
Column Depth	10"
One Column	3.5"
Two Columns	7.25"
Halftone line screen	150
Dot gain	20% on SWOP coated
Printing	Heat-set web offset

## AD MATERIALS CONTACT

### AD SERVICES CO-ORDINATOR

Yield Alberta  
1666 Dublin Avenue,  
Winnipeg, MB R3H 0H1

Phone: **204 944 5765**

Fax: **204 944 5562**

Email: [ads@fbcpublishing.com](mailto:ads@fbcpublishing.com)

FTP: [vip.fbcpublishing.com](http://vip.fbcpublishing.com)

## ADVERTISING CONTACT

### Jack Meli

NATIONAL SALES REPRESENTATIVE

Phone: **647 823 2300**

Email: [jack.meli@fbcpublishing.com](mailto:jack.meli@fbcpublishing.com)

## MECHANICALS & FILE SPECIFICATIONS

**SAFETY MARGINS** (measured from trim size): To avoid trimming into type, keep all text inset .25" minimum.

For spreads, allow 0.375" for gutter.

Bleed ads must have a minimum of .25" bleed allowance.

Crop/registration marks should have an offset of .25" (18 pts) beyond trim.

**ELECTRONIC MATERIAL** Electronic files (including inserts) must arrive in press-ready (high res X1A file) Acrobat PDF format (8.0 compatible). When saving a file in PDF format ensure all fonts are embedded and limit photo resolution to 300 dpi. Colour ads must be CMYK, RGB images are not acceptable. Files must be sent electronically by e-mail to [ads@fbcpublishing.com](mailto:ads@fbcpublishing.com) OR uploaded by ftp to [vip.fbcpublishing.com](http://vip.fbcpublishing.com)

**PLEASE NOTE** We **DO NOT ACCEPT** ads in Microsoft Word, Publisher or InDesign format. All files will be reviewed to ensure they meet FBC pre-press standards. Clients will be contacted regarding any modifications required. Publisher will not be held responsible for any errors made when original deadlines are missed.

**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. Publisher can not accept responsibility for reproduction and/or legibility of any type under 7 point.

## ADVERTISING OPTIONS

### 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.

### Supplied Inserts /

### Post-it Notes / Polybagging

Rate, issue availability, production requirements, closing dates, and other detailed information available on request. Rates for special space units (gatefolds, etc.) are available on request.

## New Accounts

Transient and new accounts, cash with order. Credit applications are required on all new accounts that have not authorized credit card payments.

## Terms

Accounts payable in Canadian funds. Net 30 days. Publisher reserves the right to charge 1.5% interest per month (18% per year) on overdue accounts.

## 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 or e-mail.

## 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 to place the word "Advertisement" centered in 8pt Helvetica over any paid announcement.

## 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, Ag Dealer and Agricole Idéal.

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%

## 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 the 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, inserts, etc.

## Special Services

When publisher must provide artwork, advertiser will be billed at cost. Publisher reserves the right to charge for changes required to customer supplied material.

## SUBMITTING AD MATERIALS

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