

Alberta Farmer EXPRESS 2016|2017mediakit



WHEATDURUMOATS1,000ACRESBARLEYRYEFLAXCANOLACAMELINALENTILSBEES
PEASALBERTACORNFORAGEALFALFAHAYCHICKPEASBEANS5,000ACRESNEWS
POTATOESBEEFCATTLEDAIRYCATTLEHOGSSHEEPGOATSWEATHEREQUIPMENT

Alberta Farmer Express

Alberta and Ontario sometimes compete for the title of the top province in farm income, but when it comes down to the amount of land farmed, it's not even close. Alberta is second only to Saskatchewan in total acreage, but that acreage stretches over a much bigger area. Though there's a couple of breaks in between, Alberta's farmland stretches more than 1,300 kilometres from the U.S. border to the North Peace River area, not far from the Yukon.

Alberta is famous for its cattle grazing on scenic rangeland along the foothills of the Rockies and the big feedlots in the south, but that big farm income figure is also made up of everything from farms growing canola, wheat, barley, peas and edible beans through specialty horticulture and greenhouse operations.

Despite the variety of their production over such a wide area, Alberta farmers have a lot in common through their organizations, government programs and just wanting to know what's going on in agriculture in the province. For that, they rely on Alberta Farmer Express. With circulation of 45,000 every second week, it reaches most farm mailboxes from north to south, making it the most economical choice for reaching farmers in this dynamic agricultural province.



**Glenn Cheater** EDITOR

Glenn Cheater is a veteran journalist who has covered agriculture for more than two decades and is a multiple award winner for his writing on Canadian farmers and entrepreneurs. He has also been the managing editor of a daily newspaper and a senior writer for a national news agency. His mission is to showcase the ideas, passions, and stories of Alberta farmers and ranchers. He lives in Edmonton.

**Jennifer Blair** REPORTER

Jennifer Blair is a Red Deer-based reporter with a post-secondary education in professional writing and nearly 10 years of experience in corporate communications, policy development, and journalism. She's spent half of her career telling stories about a sector she loves for an audience she admires — the farmers who work every day to build a better agriculture industry in Alberta. She was co-winner of the Canadian Farm Writers Federation 2015 gold award for her reporting on flooding in southern Alberta.

**Alexis Kienlen** REPORTER

Alexis Kienlen lives in Edmonton and has been writing for Alberta Farmer since 2008. She was co-winner of the Canadian Farm Writers Federation 2015 gold award for press reporting, as well as the 2014 silver award for her investigative report on McDonald's choosing Canada for its "sustainable beef" pilot project. Originally from Saskatoon, she has also published two collections of poetry and a biography.

Rates effective as of April 1, 2016

AD SIZE	DIMENSIONS	B&W RATE	B&1 RATE	FULL COLOUR
Double Page Spread	21.6 x 15.5" / 10 col. x 217 agate lines	8,614.90	9,334.90	10,614.90
Full Page	10.25 x 15.5" / 5 col. x 217 agate lines	4,307.45	4,667.45	5,307.45
2/3 Page	10.25 x 10.28" / 5 col. x 144 agate lines	2,858.40	3,218.40	3,858.40
Junior Page Spread	17.4 x 10" / 8 col. x 140 agate lines	4,446.40	5,166.40	6,446.40
Junior Page	8.125 x 10" / 4 col. x 140 agate lines	2,223.20	2,583.20	3,223.20
1/2 Double Page Spread	21.6 x 7.75" / 10 col. x 108 agate lines	4,287.60	5,007.60	6,287.60
1/2 Page	10.25 x 7.75" / 5 col. x 108 agate lines	2,143.80	2,503.80	3,143.80
1/3 Page	6 x 8.57" / 3 col. x 120 agate lines 10.25 x 5.14" / 5 col. x 72 agate lines	1,429.20	1,789.20	2,429.20
1/4 Page	6 x 6.625" / 3 col. x 93 agate lines	1,107.63	1,467.63	2,107.63
1/8 Page	4 x 5" / 2 col. x 70 agate lines	555.80	915.80	1,555.80
Earlug	3.083 x 1.833"			2,170.63
Front Banner	10.25 x 3" / 5 col. x 42 agate lines			3,223.20

\$3.97 per agate line Black & 1 Colour \$360 Black & 3 Colour \$1,000

SUBMITTING AD MATERIALS

AD SERVICES CO-ORDINATOR

Alberta Farmer Express
1666 Dublin Avenue,
Winnipeg, MB R3H 0H1

Phone: **204 944 5765**

Fax: **204 944 5562**

Email: ads@fbcpublishing.com

FTP: vip.fbcpublishing.com

ADVERTISING CONTACT

Jack Meli

NATIONAL SALES REPRESENTATIVE

Phone: **647 823 2300**

Email: jack.meli@fbcpublishing.com

PUBLISHING SCHEDULE Deadline is noon central time on the dates indicated.

2016

EDITORIAL FOCUS	ISSUE DATE	DEADLINE
The Mane Event Equine Show	April 11	March 30
Focus on Irrigation	April 25	April 13
Focus on Haying & Forage	May 9	April 27
	May 23	May 11
Building, Fencing & Land Maintenance	June 6	May 25
	June 20	June 8
Ag in Motion Outdoor Farm Show	July 4	June 22
Focus on Grain Storage & Handling	July 18	July 6
	August 1	July 20
	August 15	August 3
	August 29	August 17
	September 12	August 31
	September 26	September 14
	October 10	September 28
FarmFair & Agri-Trade Trade Shows	October 24	October 12
	November 7	October 26
	November 21	November 9
	December 5	November 23
	December 19	December 7

2017

EDITORIAL FOCUS	ISSUE DATE	DEADLINE
	January 2	December 13
	January 16	January 4
	January 30	January 18
Ag Expo Trade Show	February 13	February 1
Yield Alberta Supplement	February 27	February 15
Livestock Handling & Equipment	March 13	March 1
	March 27	March 15
The Mane Event Equine Show	April 10	March 29
Focus on Irrigation	April 24	April 12
Focus on Haying & Forage	May 8	April 26
	May 22	May 10
Building, Fencing & Land Maintenance	June 5	May 24
	June 19	June 7
Ag in Motion Outdoor Farm Show	July 3	June 21
Focus on Grain Storage & Handling	July 17	July 5
	July 31	July 19
	August 14	August 2
	August 28	August 16
	September 11	August 30
	September 25	September 13
	October 9	September 27
FarmFair & Agri-Trade Trade Shows	October 23	October 11
	November 6	October 25
	November 20	November 8
	December 4	November 22
	December 18	December 6

ADVERTISING OPTIONS

SUPPLIED INSERTS / POST-IT NOTES

Rate, issue availability, production requirements, closing dates, and other detailed information available on request. Geographic breakouts are available for preprinted inserts. Inserts may run by FSA, province, soil zone, census divisions, or census sub-divisions. Rates for special space units are available on request.

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.

SPLIT COPY

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

AD SIZE	DIMENSIONS
Double Page Spread	21.6 x 15.5" / 10 col. x 217 agate lines
Full Page	10.25 x 15.5" / 5 col. x 217 agate lines
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Front Banner	10.25 x 3" / 5 col. x 42 agate lines

Column width	1.9"
Gutter width	.995"
Page depth	217 agate lines
No. of columns	5
Halftone line screen	85
Dot gain	30%
Printing	Heat-set web offset
Bleeds	Not available

MECHANICALS & FILE SPECIFICATIONS

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 170 dpi. Colour ads must be CMYK, RGB images are not acceptable. Files must be sent electronically by e-mail to ads@fbcpublishing.com OR uploaded by ftp to [vip.fbcpublishing.com](ftp://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 lettering (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.

SUBMITTING AD MATERIALS

AD SERVICES CO-ORDINATOR

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Winnipeg, MB R3H 0H1

Phone: **204 944 5765**

Fax: **204 944 5562**

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

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Jack Meli

NATIONAL SALES REPRESENTATIVE

Phone: **647 823 2300**

Email: jack.meli@fbcpublishing.com

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.

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