

Cattleman's Corner

A photograph of a brown and white cow and a brown calf in a field of tall grass. The cow is in the background, looking to the left, and the calf is in the foreground, looking towards the camera. The background shows a line of trees under a blue sky.

2019/2020

MEDIA KIT



CONTENT CALENDAR / DEADLINES

Deadline is noon central time on the dates indicated.

2019 EDITORIAL FEATURES

| ISSUE DATE | DEADLINE |
|--------------|--------------|
| January 8 | December 19 |
| January 22 | January 3 |
| February 5 | January 17 |
| February 12 | January 24 |
| February 19 | January 31 |
| March 5 | February 14 |
| March 12 | February 21 |
| March 26 | March 7 |
| April 9 | March 21 |
| April 23 | April 4 |
| May 14 | April 25 |
| June 4 | May 16 |
| July 16 | June 27 |
| August 27 | August 8 |
| September 24 | September 5 |
| October 15 | September 26 |
| November 5 | October 17 |
| December 3 | November 14 |

2020 EDITORIAL FEATURES

| ISSUE DATE | DEADLINE |
|--------------|--------------|
| January 7 | December 18 |
| January 21 | January 2 |
| February 4 | January 16 |
| February 11 | January 23 |
| February 18 | January 30 |
| March 3 | February 13 |
| March 10 | February 20 |
| March 24 | March 05 |
| April 7 | March 19 |
| April 21 | April 2 |
| May 12 | April 23 |
| June 2 | May 14 |
| July 14 | June 25 |
| August 25 | August 6 |
| September 22 | September 3 |
| October 13 | September 24 |
| November 3 | October 15 |
| December 1 | November 12 |



AD RATES

Rates effective as of March 1, 2019

| AD UNIT | NON BLEED DIMENSIONS | BLEED AD DIMENSIONS | | B&W RATE | FULL COLOUR |
|-------------------------------------|--|---------------------|---------------|----------|-------------|
| | LIVE AREA | TRIM | BLEED* | | |
| Double Page Spread | 20.875" x 14" 10 col. x 196 agate lines | 22" x 14.5" | 22.5" x 15" | 9,976.40 | 12,756.40 |
| Full Page | 9.875" x 14" 5 col. x 196 agate lines | 11" x 14.5" | 11.5" x 15" | 4,988.20 | 6,378.20 |
| Junior Page Spread | 16.875" x 10" 8 col. x 140 agate lines | | | 5,700.80 | 8,480.80 |
| Junior Page | 7.875" x 10" 4 col. x 140 agate lines | | | 2,850.40 | 4,240.40 |
| Super Junior Page | 7.875" x 14" 4 col. x 196 agate lines | 8.5" x 14.5" | 8.75" x 15" | 3,990.56 | 5,380.56 |
| Super 1/2 Double Page Spread | 20.875" x 7.75" 10 col. x 108 agate lines | 22" x 8" | 22.5" x 8.25" | 5,497.20 | 8,277.20 |
| Super 1/2 Page | 9.875" x 7.75" 5 col. x 108 agate lines | 11" x 8" | 11.5" x 8.25" | 2,748.60 | 4,138.60 |
| 1/4 Page | H: 9.875" x 4" 5 col. x 56 agate lines S: 5.875" x 6.625" 3 col. x 93 agate lines | H: 11" x 4.5" | H: 11.5" x 5" | 1,705.15 | 3,095.15 |
| 1/8 Page | 3.85" x 5" 2 col. x 70 agate lines | | | 1,420.11 | 2,810.11 |

\$5.09 per agate line Black & 1 Colour \$415 Black & 3 Colour \$1,390

* Bleed size dimensions include .25" bleed on all sides

ADVERTISING OPTIONS

SUPPLIED INSERTS / POST-IT NOTES / POLYBAGGING

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, 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.

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 1,000 pieces and must be at least 350 lines.

AD SIZES

| AD UNIT | NON BLEED DIMENSIONS | BLEED AD DIMENSIONS | |
|-------------------------------------|--|---------------------|-----------------|
| | LIVE AREA | TRIM | BLEED* |
| Double Page Spread | 20.875" x 14" 10 col. x 196 agate lines | 22" x 14.5" | 22.5" x 15" |
| Full Page | 9.875" x 14" 5 col. x 196 agate lines | 11" x 14.5" | 11.5" x 15" |
| Junior Page Spread | 16.875" x 10" 8 col. x 140 agate lines | | |
| Junior Page | 7.875" x 10" 4 col. x 140 agate lines | | |
| Super Junior Page | 7.875" x 14" 4 col. x 196 agate lines | 8.5" x 14.5" | 8.75" x 15" |
| Super 1/2 Double Page Spread | 20.875" x 7.75" 10 col. x 108 agate lines | 22" x 8" | 22.5" x 8.25" |
| Super 1/2 Page | 9.875" x 7.75" 5 col. x 108 agate lines | 11" x 8" | 11.5" x 8.25" |
| 1/3 Page | H: 9.875" x 4.8" 5 col. x 67 agate lines S: 5.875" x 8" 3 col. x 112 agate lines | H: 11" x 5.3" | H: 11.5" x 5.8" |
| 1/4 Page | H: 9.875" x 4" 5 col. x 56 agate lines S: 5.875" x 6.625" 3 col. x 93 agate lines | H: 11" x 4.5" | H: 11.5" x 5" |
| 1/8 Page | 3.85" x 5" 2 col. x 70 agate lines | | |
| Earlug | 3.85" x 1.5" 2 col. x 21 agate lines | | |
| Front Banner | 5.875" x 2" 3 col. x 28 agate lines | 7" x 2.5" | 7.5" x 3" |
| Super Front Banner | 9.875" x 2" 5 col. x 28 agate lines | 11" x 2.5" | 11.5" x 3" |

PUBLICATION SPECS

| | |
|----------------------|---------------------|
| Trim Size | 11" x 14.5" |
| Binding | Saddle Stitched |
| Column width | 1.85" |
| Column depth | 196 agate lines |
| Gutter width | .1667" |
| No. of columns | 5 |
| Halftone line screen | 85 |
| Dot gain | 30% |
| Printing | Heat-set web offset |

FILE SPECIFICATIONS

SAFETY MARGINS

(measured from trim size):
Keep text, logos, etc. 0.562" away from gutter on spreads. Full page & spreads allow 0.562" sides, 0.25" top and bottom. To avoid trimming into type, and to assure uniform margins on bleed ads, keep dimensions of type area to 20" x 13.5" maximum for double-page spreads, and 9.5" x 13.5" maximum for full page ads. Bleed ads must have a minimum of .25" bleed allowance on head, foot, and fore edge. Crop/registration marks should have an offset of .25".

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

PLEASE NOTE We DO NOT ACCEPT ads in Microsoft Word, Publisher or InDesign format. All files will be reviewed to ensure they meet Glacier FarmMedia 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.

FALSE COVERS & GATEFOLDS AVAILABLE
Call for pricing and specs.

TERMS & CONDITIONS

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

Glacier FarmMedia offers the following dollar volume discounts. These apply to gross advertising dollars spent within a 12-month period in any Glacier FarmMedia print publication with the exception of the Western Producer, Seed Manitoba, Yield Manitoba, Yield Alberta, Prairie Ag Catalogue, Ag in Motion Show Guides, Canada's Outdoor Farm Show Show Guide, AgDealer 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.

CONTACT INFO

SUBMITTING AD MATERIALS

AD SERVICES CO-ORDINATOR

Grainews
1666 Dublin Avenue,
Winnipeg, MB R3H 0H1

Phone: **204 944 5765**

Fax: **204 944 5562**

Email: ads@fbcpublishing.com

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

ADVERTISING CONTACT

Mike Millar

NATIONAL SALES REPRESENTATIVE

Cell: **306 251 0011**

mike.millar@fbcpublishing.com