

# Manitoba Co-OPERATOR



2018/2019

# MEDIA KIT



# WE'RE AT THE CENTRE OF THINGS

In Manitoba, we're proud to be known as part of the Canadian West, but geographically, we're not. We're really at the centre — Canada's midpoint is on the Trans-Canada Highway just east of Winnipeg. That makes agriculture in Manitoba a mixture of both east and west. Like their colleagues farther west, Manitoba farmers grow high-quality spring wheat and canola as well as other cereals. But despite its reputation for cold winters, Manitoba has the longest and warmest growing season on the Prairies. As a result, soybeans are now the number three crop in the province. Corn has long been a part of crop rotations in the southern part of the province, and Manitoba is the home of some of the breeding programs to launch corn farther west into Saskatchewan and Alberta. It's also Canada's largest producer of sunflowers and second-largest producer of edible beans.

Manitoba also has one of the highest-moisture areas on the Prairies, which in combination with deep black soils produces the highest yields in Western Canada. That makes Manitoba farmers the highest users of production inputs on the Prairies. The abundant

moisture also makes for high forage yields, and almost half of Manitoba farmers raise cattle either on their own or as part of a mixed farm operation. Manitoba is also Canada's largest hog-producing province.

## The Co-operator

The Co-operator's roots go back to 1925, when it was set up by one of the provincial co-operative grain elevator companies. But in the 1940s the paper switched to its current weekly tabloid format, and evolved into a paper that was all about farming rather than co-operatives. But the name stuck, and ever since, the Co-operator has been a weekly arrival in the mailbox of most farm homes in the province, bringing a mixture of domestic and international news about production, marketing and policy, and how they relate to farmers and their communities.

Whether it's the types of farms or farmers, their mix of crops and livestock, their farm organizations or their government programs, every province is a little different. To reach Manitoba farmers, the best choice remains the one that it's been for decades — the Manitoba Co-operator.



# LOCAL VOICES



**GORD GILMOUR** *Editor*

Gord Gilmour grew up on a grain farm in northeastern Saskatchewan that his brother still operates and Gord still occasionally works on during the busiest seasons.

He's been reporting on agriculture for more than 20 years, including former stints with the *Manitoba Co-operator* and most recently with *Country Guide*, where he was recognized with several awards for his in-depth features on agronomic and policy issues.

Gord has also held positions with industry organizations and the Manitoba government.



**LORRAINE STEVENSON** *Reporter*

Based in Carman, reporter and photographer Lorraine Stevenson is known for her expertise in rural and community issues as well as agronomy. She joined the editorial team of the *Manitoba Co-operator* in 1995. Her writing primarily focuses on conservation, food and health, rural and farm business, rural governance, agricultural safety and social issues related to rural life.

Lorraine previously wrote for newspapers in Manitoba's Interlake and Winnipeg before joining the *Co-operator*. She has degrees from University of Winnipeg (BA Sociology) and University of King's College in Halifax (BA Journalism.)



**ALLAN DAWSON** *Senior Reporter*

Allan Dawson has been reporting on agriculture for 35 years — most with the *Manitoba Co-operator*, which he joined in 1983. A veteran reporter, Dawson has a deep knowledge of Western Canada's grain industry. Dawson also reports on a wide range of agronomic topics. His work has been recognized with journalism awards from the North American Agricultural Journalists and Canadian Farm Writers' Federation.

Dawson was raised in Altamont, Manitoba, where his family ran a mixed grain and beef farm and general store. He and his wife Joyce live near Miami, not far from the family farm where Dawson continues to raise a few beef cows during the summer.



**ALEXIS STOCKFORD** *Reporter*

Alexis Stockford is the newest addition to the *Manitoba Co-operator* staff, joining us last year. She covers a wide range of agriculture topics from her home base in Brandon. Alexis originally hails from the Altamont area, where she grew up on a mixed farm. She's already become a valuable member of the team, bringing enthusiasm, energy and a keen desire to understand the industry and provide it the coverage it deserves. A graduate of the journalism program at Thomson Rivers University in Kamloops, B.C., she won that institution's medal for excellence in journalism.

Prior to joining the *Manitoba Co-operator* Stockford was a staff reporter with the *Morden Times*. In her spare time Stockford is an avid alpine skier, having competed in the 2007 Canada Winter Games, among other competitions. Today she continues to ski, as well as coaching junior alpine racers.



# READERSHIP

Here's what our readers say:

**98%**

Find the content very/  
somewhat useful

**96%**

Find the paper relevant,  
credible and up to date

**91%**

Think the journalists are  
extremely qualified

**88%**

Pick up useful ideas  
from articles



**51%** Go online to learn more

**33%** Make a purchase decision

**28%** Make changes to their operation

**72%**

Read most or all of the  
past four issues

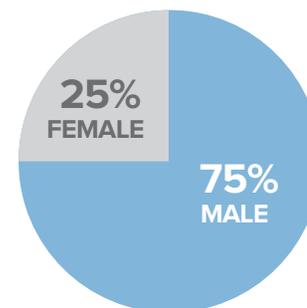
**54%**

Pass their copy on to 1 or  
more people

**62%**

Read all or most of an  
average issue

Readership demographics:





# CONTENT CALENDAR / DEADLINES

**Manitoba Co-operator is published weekly on Thursdays.**

**Deadline for space and material is Thursday noon central time one week prior to issue date.**

No issue published the week between Christmas and New Year's.

## EARLY DEADLINES

	ISSUE DATE	DEADLINE
<b>2018</b> August	August 9	August 1
September	September 6	August 29
November	November 15	November 7
<b>2019</b> January	January 3	December 19
February	February 21	February 13
April	April 25	April 17
August	August 8	July 31
September	September 5	August 28
October	October 17	October 9
November	November 14	November 6
<b>2020</b> January	January 2	December 18

## FEATURES / SUPPLEMENTS

	ISSUE DATE	DEADLINE
<b>2018</b>		
Potatoes Feature	April 26	April 19
Ag in Motion Feature	July 12	July 5
Big Iron Feature	August 30	August 23
Seed Manitoba	November 29	October 12
<b>2019</b>		
Ag Days Feature	January 3	December 19
Yield Manitoba	February 14	January 11
Potatoes Feature	April 25	April 17
Ag in Motion Feature	July 11	July 4
Big Iron Feature	August 29	August 22
Seed Manitoba	November 28	October 11





# AD RATES

Rates effective as of March 1, 2018

AD SIZE	DIMENSIONS	B&W RATE	B&1 RATE	FULL COLOUR
<b>Double Page Spread</b>	21.6 x 15.5" / 10 col. x 217 agate lines	7,595.00	8,315.00	9,595.00
<b>Full Page</b>	10.25 x 15.5" / 5 col. x 217 agate lines	3,797.50	4,157.50	4,797.50
<b>2/3 Page</b>	10.25 x 10.28" / 5 col. x 144 agate lines	2,520.00	2,880.00	3,520.00
<b>Junior Page Spread</b>	17.4 x 10" / 8 col. x 140 agate lines	3,920.00	4,640.00	5,920.00
<b>Junior Page</b>	8.125 x 10" / 4 col. x 140 agate lines	1,960.00	2,320.00	2,960.00
<b>1/2 Double Page Spread</b>	21.6 x 7.75" / 10 col. x 108 agate lines	3,780.00	4,500.00	5,780.00
<b>1/2 Page</b>	10.25 x 7.75" / 5 col. x 108 agate lines	1,890.00	2,250.00	2,890.00
<b>1/3 Page</b>	6 x 8.57" / 3 col. x 120 agate lines 10.25 x 5.14" / 5 col. x 72 agate lines	1,260.00	1,620.00	2,260.00
<b>1/4 Page</b>	6 x 6.625" / 3 col. x 93 agate lines	976.50	1,336.50	1,976.50
<b>1/8 Page</b>	4 x 5" / 2 col. x 70 agate lines	490.00	850.00	1,490.00
<b>Earlug</b>	3.083 x 1.833"			1,976.50
<b>Front Banner</b>	10.25 x 3" / 5 col. x 42 agate lines			2,960.00

\$3.50 per agate line    Black & 1 Colour \$360    Black & 3 Colour \$1,000

# 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

Rate, issue availability, production requirements, closing dates, and other detailed information available on request.

## AD SIZES

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
2/3 Page	10.25 x 10.28" / 5 col. x 144 agate lines
Junior Page Spread	17.4 x 10" / 8 col. x 140 agate lines
Junior Page	8.125 x 10" / 4 col. x 140 agate lines
1/2 Double Page Spread	21.6 x 7.75" / 10 col. x 108 agate lines
1/2 Page	10.25 x 7.75" / 5 col. x 108 agate lines
1/3 Page	6 x 8.57" / 3 col. x 120 agate lines 10.25 x 5.14" / 5 col. x 72 agate lines
1/4 Page	6 x 6.625" / 3 col. x 93 agate lines
1/8 Page	4 x 5" / 2 col. x 70 agate lines
Earlug	3.083 x 1.833"
Front Banner	10.25 x 3" / 5 col. x 42 agate lines

## PUBLICATION SPECS

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

## 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 embeded 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](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 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.

## CONTACT INFO

### SUBMITTING AD MATERIALS

#### AD SERVICES CO-ORDINATOR

Manitoba Co-operator  
1666 Dublin Avenue,  
Winnipeg, MB R3H 0H1

Phone: **204 944 5758**

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**

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

# 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

Manitoba Co-operator  
1666 Dublin Avenue,  
Winnipeg, MB R3H 0H1

Phone: **204 944 5758**

Fax: **204 944 5562**

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

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

### ADVERTISING CONTACT

#### Jack Meli

NATIONAL SALES REPRESENTATIVE

Phone: **647 823 2300**

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