

Ad Sizes

	B/W	B&1	B&3
Double Page Spread	\$7,161.00	\$7,881.00	\$9,161.00
Full Page	\$3,580.50	\$3,940.50	\$4,580.50
Junior Double Page Spread	\$3,696.00	\$4,416.00	\$5,696.00
Junior Page	\$1,848.00	\$2,208.00	\$2,848.00
1/2 Double Page Spread	\$3,564.00	\$4,284.00	\$5,564.00
1/2 Page	\$1,782.00	\$2,142.00	\$2,782.00
1/4 Page	\$920.70	\$1,280.70	\$1,920.70
1/8 Page	\$462.00	\$822.00	\$1,462.00
Earlug			\$1,920.70
Front banner			\$2,848.00

\$3.30 per agate line • Black & 1 Colour \$360 • Black & 3 Colour \$1,000

Commonly requested sizes: (width x height)

Double page spread21.6" X 15.5"
10 columns x 217 agate lines

Full page 10.25" x 15.5"
5 columns x 217 agate lines

Junior page spread 17.4" x 10"
8 columns x 140 agate lines

Junior page 8.125" x 10"
4 columns x 140 agate lines

Double half-page spread . . 21.6" x 7.75"
10 columns x 108 agate lines

Half page 10.25" x 7.75"
5 columns x 108 agate lines

Quarter page 6" x 6.625"
3 columns x 93 agate lines

Eighth page 4" x 5"
2 columns x 70 agate lines

Earlug 3.083" x 1.833"

Front page banner 10.25" x 3"
5 columns x 42 agate lines

Mechanicals

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

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 170 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.

Contact Information

National Advertising Consultant:
James Shaw – JSA Communications
 Phone: (416) 231-1812
 Fax: (416) 233-4858
jamesshaw@rogers.com

Send Materials To:

Ad Services Co-ordinator – ads@fbcpublishing.com
 Alberta Farmer Express, 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.

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, Farming Smarter 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%

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.

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 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, etc.

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 Services:

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

2010/2011

Publication Schedule

Issue Date	Deadline
2010	
July 5	June 23
July 19	July 7
August 2	July 21
August 16	August 4
August 30	August 18
September 13	September 1
September 27	September 15
October 11	September 29
October 25	October 13
November 8	October 27
November 22	November 10
December 6	November 24
2011	
January 3	December 23/10
January 17	January 5
January 31	January 19
February 14	February 2
February 28	February 16
March 14	March 2
<i>Farm Safety Issue</i>	
March 28	March 16
April 11	March 30
April 25	April 13
May 9	April 27
May 23	May 11
June 6	May 25
June 20	June 8
July 4	June 22
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
October 24	October 12
November 7	October 26
November 21	November 9
December 5	November 23
December 19	December 7

Supplement:

Yield Alberta – 18,000 copies

- February 24, 2011
- Deadline January 20, 2011

Contact Information

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