



# Alberta Farmer

EXPRESS

2019/2020

MEDIA KIT



## CONNECTING TO MORE OF ALBERTA

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 44,500 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.





## LOCAL VOICES



**GLENN CHEATER** *Editor*

Glenn 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 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. Jennifer was co-winner of the Canadian Farm Writers Federation 2015 gold award for her reporting on flooding in southern Alberta.



**ALEXIS KIENLEN** *Reporter*

Alexis 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, Alexis has also published two collections of poetry and a biography.



# READERSHIP

Here's what our readers say:

**82%**

Read most or all of the last four issues

**50%**

Pass their copy to one other person

**64%**

Read all or most of each issue

**58%**

Spend 16 to 30 minutes reading each issue

**85%**

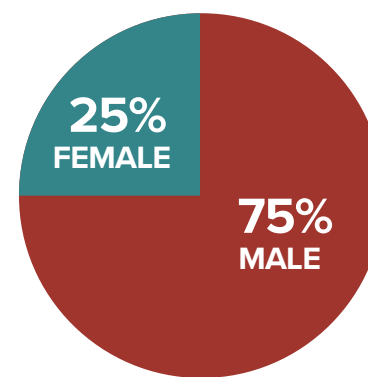
Pick up useful ideas

**92%**

Find the paper credible, unbiased and timely

**52%** Go online to learn more

Readership demographics:





# CONTENT CALENDAR / DEADLINES

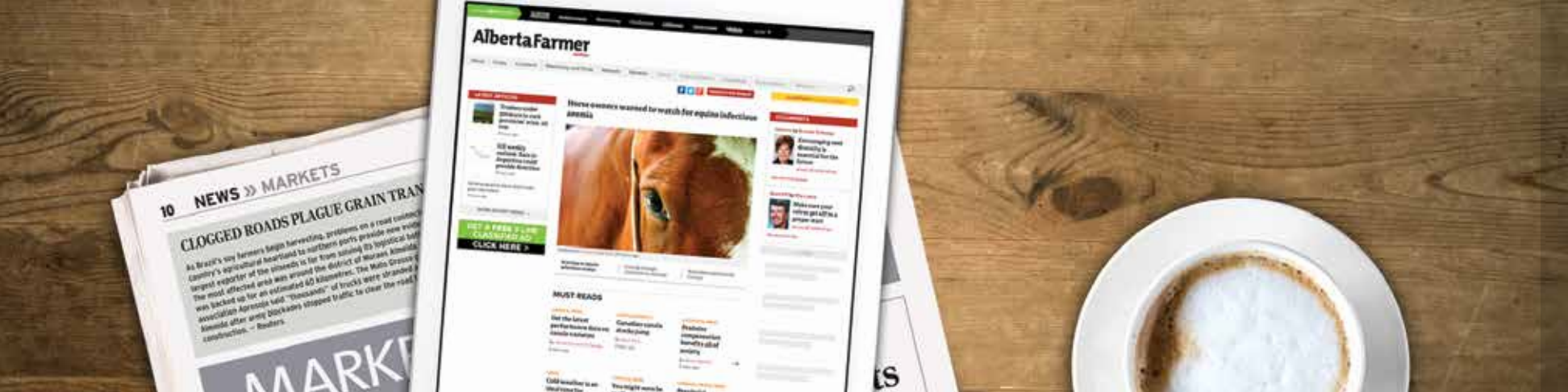
Deadline is noon central time on the dates indicated.

## 2019 EDITORIAL FEATURES

	ISSUE DATE	DEADLINE
Bull Buyers Guide	January 14	January 2
	January 28	January 16
Ag Expo Trade Show	February 11	January 30
Bull Buyers Guide / Yield Alberta	February 25	February 13
Livestock Handling / Farm Safety Week	March 11	February 27
	March 25	March 13
	April 8	March 27
Toyapalooza/Irrigation & Potatoes/ Seed & Tillage Focus	April 22	April 10
Focus on Haying & Forage	May 6	April 24
	May 20	May 8
Building, Fencing & Land Maintenance	June 3	May 22
Practical Energy Solutions	June 17	June 5
Ag in Motion Outdoor Farm Show	July 1	June 19
Focus on Grain Storage & Handling	July 15	July 3
	July 29	July 17
	August 12	July 31
	August 26	August 14
Seed Applied Inoculants/ Essential Nutrients	September 9	August 28
	September 23	September 11
Toyapalooza / Fall Female Buyers Guide	October 7	September 25
Farm Fair & Agri-Trade Trade Shows	October 21	October 9
AgDatapalooza	November 4	October 23
	November 18	November 6
	December 2	November 20
Equipapalooza	December 16	December 4
	December 30	December 18

## 2020 EDITORIAL FEATURES

	ISSUE DATE	DEADLINE
Bull Buyers Guide	January 13	December 31
	January 27	January 15
Ag Expo Trade Show	February 10	January 29
Bull Buyers Guide/Yield Alberta	February 24	February 12
Livestock Handling/ Farm Safety Week	March 09	February 26
	March 23	March 11
	April 06	March 25
Toyapalooza / Irrigation & Potatoes/ Seed & Tillage Focus	April 20	April 8
Focus on Haying & Forage	May 4	April 22
	May 18	May 6
Building, Fencing & Land Maintenance	June 1	May 20
Practical Energy Solutions	June 15	June 3
Ag in Motion Outdoor Farm Show	June 29	June 17
Focus on Grain Storage & Handling	July 13	June 30
	July 27	July 15
	August 10	July 29
	August 24	August 12
Seed Applied Inoculants/ Essential Nutrients	September 7	August 26
	September 21	September 9
Toyapalooza / Fall Female Buyers Guide	October 05	September 23
Farm Fair & Agri-Trade trade shows	October 19	October 7
AgDatapalooza (Precision Farming Focus)	November 2	October 21
	November 16	November 4
	November 30	November 18
Equipapalooza	December 14	December 2
	December 28	December 16



# AD RATES

Rates effective as of March 1, 2019

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	9,222.50	9,942.50	11,222.50
Full Page	10.25 x 15.5" / 5 col. x 217 agate lines	4,611.25	4,971.25	5,611.25
Junior Page Spread	17.4 x 10" / 8 col. x 140 agate lines	4,760.00	5,480.00	6,760.00
Junior Page	8.125 x 10" / 4 col. x 140 agate lines	2,380.00	2,740.00	3,380.00
1/2 Double Page Spread	21.6 x 7.75" / 10 col. x 108 agate lines	4,590.00	5,310.00	6,590.00
1/2 Page	10.25 x 7.75" / 5 col. x 108 agate lines	2,295.00	2,655.00	3,295.00
1/3 Page	6 x 8.57" / 3 col. x 120 agate lines 10.25 x 5.14" / 5 col. x 72 agate lines	1,530.00	1,890.00	2,530.00
1/4 Page	6 x 6.625" / 3 col. x 93 agate lines	1,185.75	1,545.75	2,185.75
1/8 Page	4 x 5" / 2 col. x 70 agate lines	595.00	955.00	1,595.00
Earlug	3.083 x 1.833"			2,185.75
Front Banner	10.25 x 3" / 5 col. x 42 agate lines			3,380.00
2/3 Page	10.25 x 10.28" / 5 col. x 144 agate lines	3,060.00	3,420.00	4,060.00

\$4.25 per agate line Black & 1 Colour \$360 Black & 3 Colour \$1,000

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

## 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	8.16" x 4" / 4 col. x 56 agate lines

## 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.

## 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

## CONTACT INFO

### 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](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

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Fax: **204 944 5562**

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

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

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