

canola DIGEST

The Source For Canada's Canola Growers

Media Rates 2016-17

FULL COLOUR	1X	2X	3X	4X
Double Page Spread	\$12,215	\$11,900	\$11,750	\$11,325
Junior Double Page Spread	\$9,300	\$9,050	\$8,900	\$8,560
Full Page	\$6,775	\$6,575	\$6,475	\$6,250
2/3 Page	\$6,150	\$6,000	\$5,900	\$5,700
1/2 Page Island	\$4,650	\$4,525	\$4,450	\$4,280
1/2 Page Vertical or Horizontal	\$4,250	\$4,125	\$4,075	\$3,900
1/3 Page Square or Vertical	\$3,385	\$3,280	\$3,245	\$3,115
1/4 Page Vertical	\$2,925	\$2,850	\$2,800	\$2,700

SPECIAL POSITIONS

Centre DPS	15% premium			
Inside Front Cover or Inside Back Cover	\$7,350	\$7,350	\$7,350	\$7,350
Outside Back	\$7,600	\$7,600	\$7,600	\$7,600

*Black & white advertising rates available upon request.
 Insert rates available upon request
 Maximum 2 inserts per issue are available.*

CONDITIONS

- Provisions for volume discounts:
 - Advertisements will be booked by a signed contract with WTR Media.
 - If any advertisement in the series is cancelled and not re-booked by the March 2016 issue, the series discount will be revoked.
 - Copy, layout and size may be different for each advertisement.
- Advertising rates are subject to change without notice. Contracts which specify insertion dates will be honored to completion.
- Colours supplied will be CMYK colours, not special match or custom colours, unless previous arrangements are made through the Production Manager.
- Advertiser and Agency agree that the publication and publisher shall be under no liability for failure, for any cause, to insert any advertisement.
- Advertiser and their Agency agree to assume all liability for advertisement content including illustrations, text, and representation and for any claims arising therefrom made against the publisher.
- Advertising content – all copy is 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. No advertorials will be accepted.
- Invoicing will occur upon printing of the issue and is subject to a 30-day term. Interest of 3% per month will be charged on overdue accounts.
- Rates printed herein are valid as of April 1, 2016.
- No cancellations accepted after the closing date.
- New accounts will be cash with order and/or subject to a credit check.

All rates are NET and in Canadian dollars and subject to GST.

**AVERAGE CIRCULATION:
46,000**

BC 1% | AB 30% | SK 45%
 MB 15% | ON 2% | Other 7%

NOVEMBER 2016 ISSUE

Focus - Marketing and Exports

Space close Sept. 21, 2016
 Material close Sept. 28, 2016

JANUARY 2017 ISSUE

Focus - Innovation and Research

Space close Nov. 22, 2016
 Material close Nov. 29, 2016

MARCH 2017 ISSUE

Focus - Outlook and Trade

Space close Jan. 18, 2017
 Material close Jan. 25, 2017

SEPTEMBER 2017 ISSUE

Focus - Harvest and Seed

Space close July 21, 2017
 Material close July 28, 2017

BOOKINGS

WTR MEDIA SALES INC.

Robert Samletzki

Tel: 403.296.1346
 Toll free: 1-888-296-1987 ext. 3
 Email: robert@wtrmedia.com

Linda Samletzki

Tel: 403.296.1349
 Toll free: 1.888.296.1987
 email: linda@wtrmedia.com

Make advertising cheques payable to:

WTR Media Sales Inc.
 and mail to Calgary office:
 1024 - 17 Avenue S.E.,
 Calgary, Alberta T2G 1J8

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Mechanicals 2016-17

TRIM SIZE: 8-1/8" x 10-3/4" **LIVE AREA:** 7-1/8" x 10" **BLEED:** 8-3/8" x 11"

SAFETY MARGINS:

15 1/4" x 10" maximum for double page spreads
7 1/8" x 10" maximum for full page ads.

SAFETY MARGINS MEASURED FROM TRIM SIZE:

1/2" from sides | 3/8" from gutter | 3/8" from top

MARKS:

We require all marks to be offset by 1/8" from the document trim. Please do not use the Adobe default settings for the marks offset.

PRODUCTION SPECIFICATIONS:

Supplied art must be in PDF format, with all elements converted to CMYK and a minimum resolution of 300 dpi.

FINE LINE WORK AND LETTERING:

Fine serifs, small lettering and thin line work should be restricted to one color and preferably not smaller than 7 point. The use of small letters (under 7 points) and fine serifs should be avoided.

INK DENSITY:

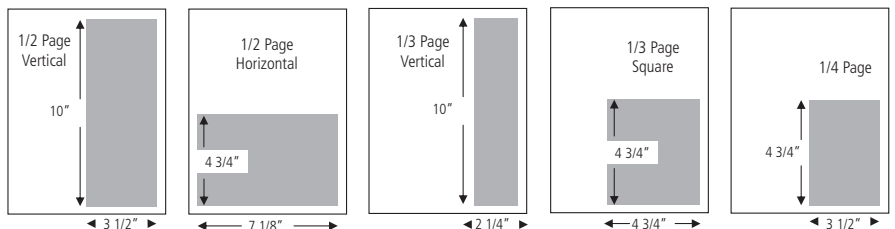
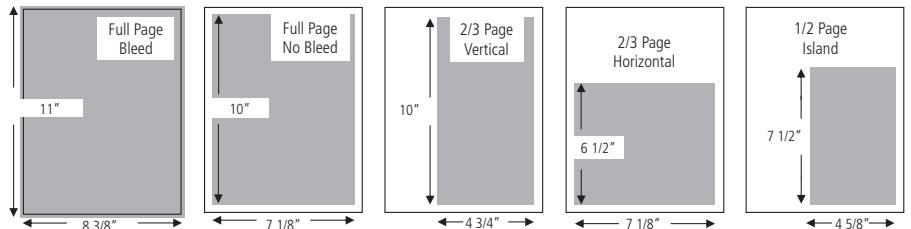
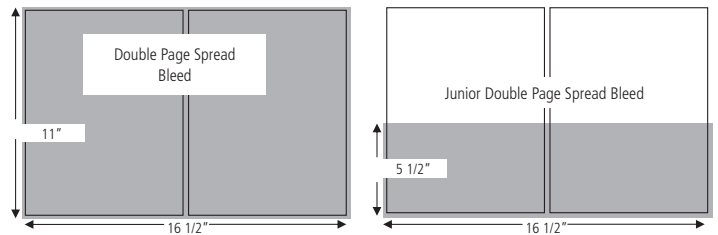
Adjust ink limit in photos and rich blacks so that total coverage does not exceed 280%.

SEND MATERIALS TO:

Email: production@wtrmedia.com
Address: WTR Media Sales Inc.
1024 - 17 Avenue SE
Calgary, AB T2G 1J8
Attn: Production
Direct: 403-296-1346 or
1-888-296-1987 ext 3

COMMONLY REQUESTED SIZES:

Double Page Spread	
Non-Bleed	15 1/4" x 10"
Ad trim	16 1/4" x 10 3/4"
Bleed	add 1/8" bleed to all 4 sides
Junior Double Page Spread	
Ad trim	16 1/4" x 5 3/8"
Bleed	add 1/8" bleed to sides and bottom
Full Page	
Non-Bleed	7 1/8" x 10"
Ad trim	8 1/8" x 10 3/4"
Bleed	add 1/8" bleed to all 4 sides
2/3 Page Vertical	4 3/4" x 10"
2/3 Page Horizontal	7 1/8" x 6 1/2"
1/2 Page Island	4 5/8" x 7 1/2"
1/2 Page Vertical	3 1/2" x 10"
1/2 Page Horizontal	7 1/8" x 4 3/4"
1/3 Page Vertical	2 1/4" x 10"
1/3 Page Square	4 3/4" x 4 3/4"
1/4 Page Vertical	3 1/2" x 4 3/4"



HALFTONE LINE SCREEN:	PRINTING:
175 lpi	Heat-set web offset
DOT GAIN:	BINDING:
10% on SWOP coated	Saddle-stitched