



The
agADVANCE™
JOURNAL FOR GROWING INNOVATIONS

Media Kit

2012/2013

*Our readership is driven by the
content of our Journal.*





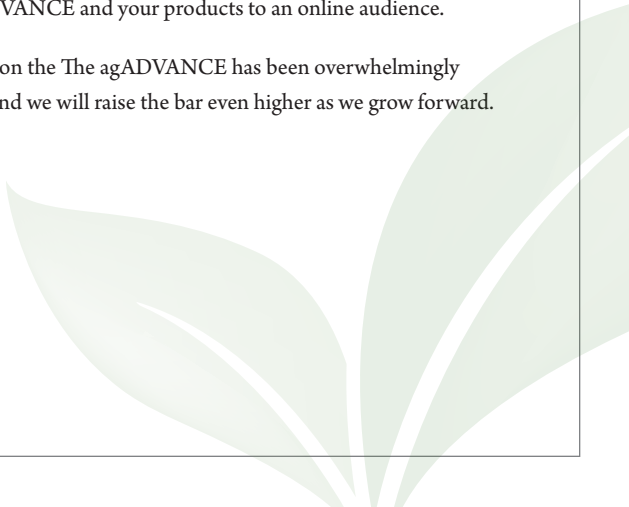
We see something different... now you can too!

Welcome to The agADVANCE™ – *Journal for Growing Innovations!*

We invite you to discover a refreshing new approach to deliver your message for greater impact on the Canadian agriculture industry. The agADVANCE Journal is rich in editorial content geared specifically to farmers with large goals and those who advise them.

There are premium opportunities available for visual advertising spots including full page, half page and double page spreads. Also available to you is the unique Agri-Torial format, which has proven to be a very effective method of communicating to farmers. Use this special format to explain how the application of new ideas can help farmers make more money, save more money, or operate more efficiently. You can also send your message online with the e-Agri-Torial. An agADVANCE endorsed e-Agri-Torial will be sent out once a month to The agADVANCE e-distribution network with a unique e-Agri-Torial to increase frequency and exposure of The agADVANCE and your products to an online audience.

Feedback on the The agADVANCE has been overwhelmingly positive, and we will raise the bar even higher as we grow forward.





Circulation & Distribution

The agADVANCE reaches more than 20,000 decision makers each issue, and that number is consistently growing.

The primary focus is Canadian farm operators, with a secondary focus on those who advise them including CCA agronomists, agronomy consultants, and AGRI-TREND™ Agri-Coaches.

The current circulation is focused on Western Canada with 45% AB, 31% SK, 17%MB, 3%ON, 2%BC, 2%USA. As well, there are 750 copies placed on counter tops at participating crop input and farm equipment retailers.

Bonus circulation includes attendees at The Farm Forum Event in Saskatoon (Nov), CropLife Conference (Nov), Regina Agribition (Nov), Saskatoon Crop Production Show (Jan), Manitoba Ag Days (Jan), FarmTech in Edmonton (Jan), CAAR Conference (Feb), Precision Ag Conference (Feb), Western Canadian Farm Progress Show (Jun).

An e-version is available for those who prefer a paperless experience, permanently archived at www.TheagADVANCE.com.

{ The agADVANCE is fresh, clean, exciting and is now available to deliver your message to the top farmers in the industry! }



Rate Card

Publication Dates:

Issue Date	Booking Date	Submission Date	Publication Date
Jan. 2012	Nov. 25, 2011	Dec. 2, 2011	Jan 6, 2012
Mar. 2012	Jan. 27, 2012	Feb. 3, 2012	Mar. 2, 2012
Jun. 2012	Apr. 20, 2012	Apr. 27, 2012	Jun. 1, 2012
Oct. 2012	Aug 31, 2012	Sep. 7, 2012	Oct. 5, 2012
Jan. 2013	Nov. 23, 2012	Nov. 30, 2012	Jan 4, 2013
Mar. 2013	Jan. 18, 2013	Jan. 25, 2013	Mar. 1, 2013
Jun. 2013	Apr. 19, 2013	Apr. 26, 2013	Jun. 3, 2013
Oct. 2013	Aug 23, 2013	Aug. 30, 2013	Oct. 4, 2013

Advertising Rates:

	1X	3X	4X	6X
Agri-Torial	\$3500	\$3250	\$3000	\$2750
Premium Full Page Ad	\$4500	\$4250	\$4000	\$3750
Full Page Ad	\$4000	\$3750	\$3500	\$3250
Two Third Page Ad	\$3200	\$3000	\$2800	\$2600
Half Page Ad	\$2675	\$2500	\$2350	\$2175
One Third Page Ad	\$1900	\$1775	\$1675	\$1550
Double Page Spread	\$7500	\$7250	\$6950	\$6500
eAgri-Torial*	\$1500	\$1250	\$1150	\$1000

*eAgri-Torial will be produced 12X

Agency Booking Discount 15%

PLUS Bonus Distributions: at The Farm Forum Event in Saskatoon (Nov), CropLife Conference (Nov), Regina Agribition (Nov), Saskatoon Crop Production Show (Jan), Manitoba Ag Days (Jan), FarmTech in Edmonton (Jan), CAAR Conference (Feb), Precision Ag Conference (Feb), Western Canadian Farm Progress Show (Jun).



What is an Agri-Torial?

The Black Leaf icon denotes the page as an Agri-Torial. This key feature is an opportunity for industry contributors to provide more technical information than would otherwise be conveyed in a display ad.

Agri-Torial Requirements

The following specifications will help you in supplying files to the The agADVANCE for your Agri-Torial. Following the simple guidelines below ensures a quality reproduction of your article and assists us in maintaining the visual integrity of the Journal.

Text Documents

Preferred format: Microsoft Word document
Word Count: 400 min – 675 max words

Photos or Graphics

File format: TIFF, JPEG, PSD
Photo resolution: 300 DPI

Logo Files

Preferred format: Adobe Illustrator .AI, .EPS
(Vector files produce the best quality)

Don't have an article?

The agADVANCE can supply an experienced journalist to write your Agri-Torial. Whatever your message you can be sure that it reads like a professional magazine story should. This service is \$500 per article.





What is an e.Agri-Torial™?

Want to increase your presence online? The agADVANCE now offers a monthly e-Agri-Torial that will be distributed to the The agADVANCE e-distribution network.

The e.Agri-Torial will not replace the printed Agri-Torial, but rather compliment the Agri-Torial format and increase exposure of the featured company and provide more frequency to get your message out to growers, retailers and influencers about a certain issue, topic, or product in a timely fashion.

The e.Agri-Torial will also include space for advertising for your company/product. A skyscraper or vertical ad space is available to the right of the content. It can link back to your website or specific page.

e.Agri-Torial™ Specifications

Copy

Preferred format: Microsoft Word document

Word Count: 300 max words count

Photos or Graphics

File format: TIFF, JPEG, PSD

Photo resolution: 72 DPI

Ad Banner

Dimensions: 120 x 600 pixels

Preferred format: Static GIF or

JPG. Include URL link





Display Ad Specifications

Mechanical Requirements:

- Preferred: High resolution (300 DPI)
Print ready PDF
- File format: Adobe Illustrator, Adobe EPS,
TIFF, PSD, InDesign
- Photo resolution: 300 DPI
- Working Files: Include fonts (Mac) and all images

Ad File Submissions:

FTP Access: 67.199.112.18

User: agadvance

Password: guestftp

All ads should be submitted using the FTP access.
Please e-mail choward@TheagADVANCE.com
to inform about your upload.



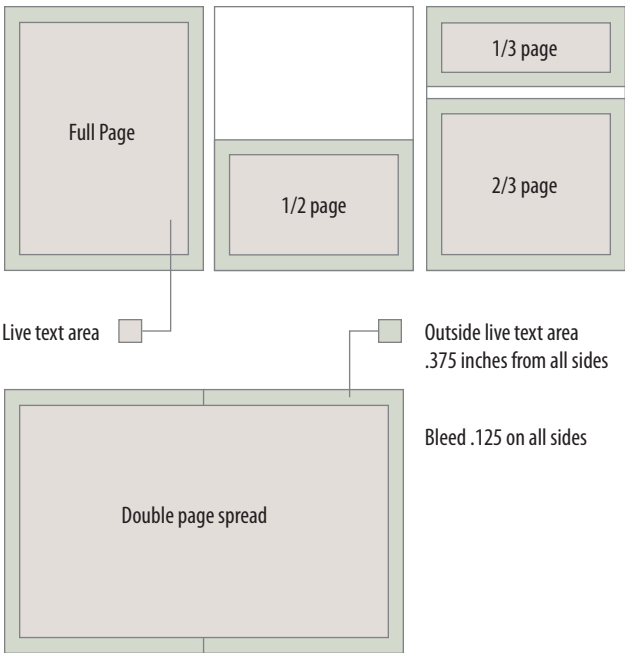


Display Ad Specifications

continued

Ad sizes:

	Bleed	Trim	Live
Full Page Ad	8.5 x 11	8.25 x 10.75	7.5 x 10
Half Page Ad	8.5 x 5.5	8.5 x 5.375	7.5 x 4.625
One Third Page Ad	8.5 x 3.75	8.5 x 3.5	7.5 x 2.75
Two Third Page Ad	8.5 x 7.375	8.5 x 7.125	7.5 x 6.375
Double Page Spread	17 x 11	16.5 x 10.75	15 x 10





Contact

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