



The
agADVANCE™
JOURNAL FOR GROWING INNOVATIONS

2010/2011

Media Kit

[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.

Space is limited, please call soon to reserve your spot!

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www.TheagAdvance.com

Advertising Inquiries
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Circulation and Distribution

With a target reaching Agriculture's most influential audience, The agAdvance reaches more than 20,000 decision makers each issue, and the number is growing rapidly.

The primary focus is Canadian farm operators, with a secondary focus on those who advise them including CCA agronomists, crop input retail sales agronomists, agronomy and feed consultants, AGRI-TREND[™] Agri-Coaches, financial advisors, market advisors and crop input manufacturer reps.

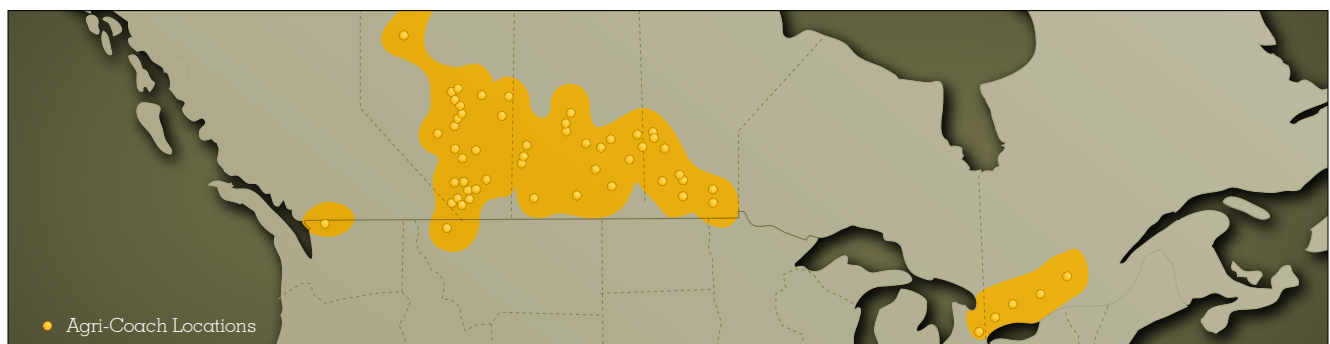
(85% are from Western Canada, 10% from Ontario and BC, and 5% from the USA border states)

An extra 1,000 copies are placed on counter tops at AGRI-TREND[™] Retail Support Program Partner locations, participating crop input retailers. There is an e-version available for those who prefer a paperless experience at www.TheagAdvance.com.

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The October issue will be a special edition featuring The Farm Forum Event; the most energetic ag event of the year! Held at TCU Place in Saskatoon during the 3rd week of November over 1000 attendees will receive a hand-delivered issue of The agAdvance at the event.

{ The agAdvance is fresh, clean, exciting and is now available to help you get your message to the top farmers in our industry! }



Rate Card

Publication Dates

Issue	Booking Date	Submission Date	Publication Date
Oct./Nov. 2010	Aug. 27, 2010	Sep. 3, 2010	Oct. 8, 2010
Dec. 2010/Jan. 2011	Oct. 22, 2010	Oct. 29, 2010	Dec. 5, 2011
Mar./Apr. 2011	Jan. 21, 2011	Jan. 28, 2011	Mar. 4, 2011
Jun./Jul. 2011	Apr. 22, 2011	Apr. 29, 2011	Jun. 3, 2011
Oct./Nov. 2011	Aug. 26, 2011	Sep. 2, 2011	Oct. 7, 2011
Dec. 2011/Jan. 2012	Oct. 21, 2011	Oct. 28, 2011	Dec. 2, 2011

Advertising Rates

	1X	3X	4X	6X
Agri-Torial	\$ 3500	\$ 3250	\$ 3000	\$ 2750
Full Page Ad	\$ 4000	\$ 3750	\$ 3500	\$ 3250
Half Page Ad	\$ 2675	\$ 2450	\$ 2200	\$ 1925
Double Page Spread	\$ 7500	\$ 7250	\$ 6950	\$ 6500
e-Agri-Torial*	\$ 1500	\$ 1250	\$ 1150	\$ 1000
Premium Full Page <small>(inside front cover, adjacent to content page, inside back cover and back cover are available)</small>	\$ 4500	\$ 4250	\$ 4000	\$ 3750

* e-Agri-Torial will be produced 12X/year

Agency Booking Discount 15%

Bonus Distribution: The October issue of The agAdvance reaches a greater circulation network as additional copies are distributed at the Agri-Trade show in Red Deer, the largest ag show in western Canada. As well, 1000 additional copies are distributed to every farmer and retailer attending The Farm Forum Event put on by AGRI-TREND™ in Saskatoon, SK.

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 word count

Photos/Graphics

File format: TIFF, JPEG, PSD
Photo resolution: 72 DPI

Ad Banner

Dimensions: 120 x 60 pixels
Preferred format: Static GIF or JPG. Include URL link for linking the ad



Display Ad Specifications

Half Page Ad	W x H
Bleed	8.5 x 5.675
1/2 Page Trim	8.25 x 5.5
Live area	7.5 x 4.75

Full Page Ad	W x H
Full Bleed	8.5 x 11
Full Trim	8.25 x 10.75
Live area	7.5 x 10

Double Page Spread	W x H
Full Bleed	17 x 11
Full Trim	16.5 x 10.75
Live area	15 x 10

Mechanical Requirements

File format: Adobe Illustrator, Adobe EPS, TIFF, PSD, InDesign

Photo resolution: 300 DPI

Preferred: High resolution (300 DPI)
Print ready PDF

Working Files: Include fonts (Macintosh) and all images

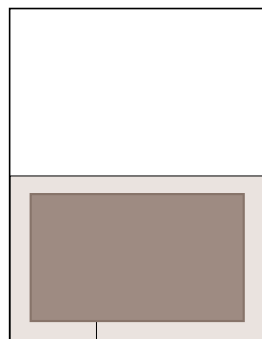
Ad File Submissions



FTP Access: 67.199.112.18

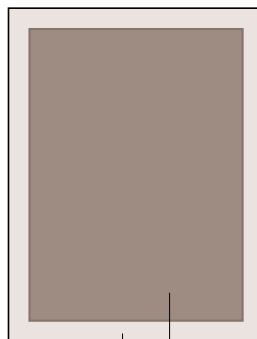
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Pass: guestftp

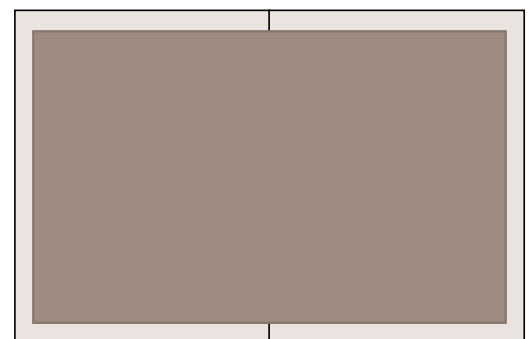
All ads should be submitted using the FTP access. Please e-mail choward@TheagAdvance.com to inform about your upload.



 Live text area
7.5 x 4.75 inches
 Outside the live area
.375 inches from all sides



 Trim .125 inch
on each side
 Live text area 7.5 x 10 inches
 Outside the live area .375
inches from all sides





See Something Different

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exciting and is now available to
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