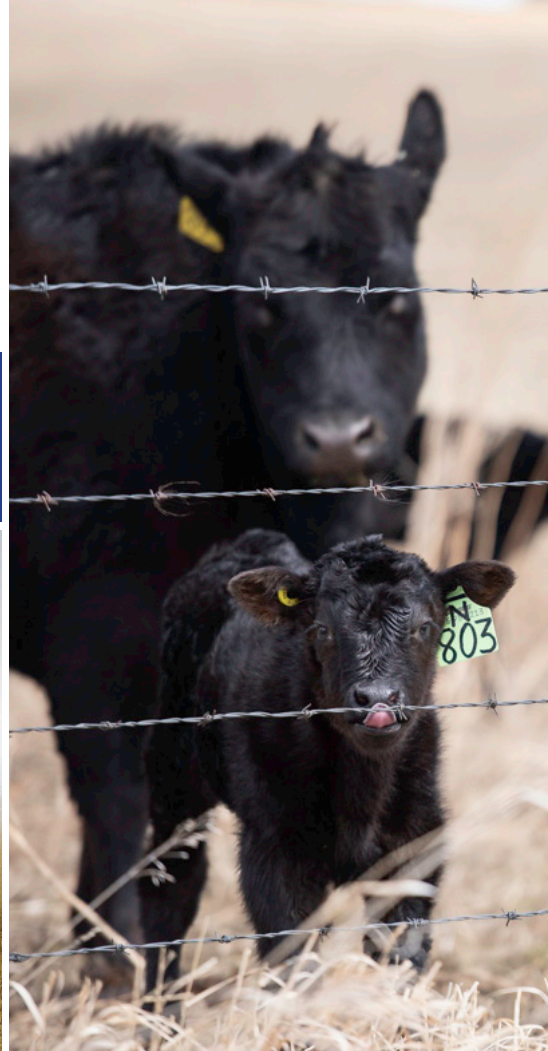


SASKATCHEWAN Farmers' Voice

2021 Media Kit

Rate Card/Printing Specs/Deadlines & Publishing Schedule



www.apas.ca



SASKATCHEWAN Farmers' Voice



ABOUT SASKATCHEWAN FARMERS' VOICE

Farmers' Voice is the official magazine of the Agricultural Producers Association of Saskatchewan (APAS). In every issue we explore current issues in agricultural policy and research, profile farmers and ranchers from across the province, feature the most beloved farm dogs in Saskatchewan, and much more.

Farmers' Voice is published three times per year and is mailed to 35,000 farm households across the province. It also goes to nearly 4,000 agricultural decision makers in Saskatchewan, including RM Councillors, APAS Representatives, MLAs, MPs, universities, and other stakeholders.

Advertising in *Farmers' Voice* is an affordable way to reach residents and businesses in rural Saskatchewan.

ABOUT APAS

The Agricultural Producers Association of Saskatchewan (APAS) is the province's only non-partisan, democratically elected agricultural policy and advocacy organization.

APAS represents agricultural producers in 135 rural municipalities across the province. We are also Saskatchewan's representative within the Canadian Federal of Agriculture (CFA).

We create solutions to the problems facing farmers and ranchers. We then take those solutions to the provincial and federal government to help them make better decisions for agriculture.

UPCOMING DEADLINES

Winter 2021

Insertion Order/Editorial Deadline: January 8

Ad Material Deadline: January 15

Distribution: Week of February 22

Summer 2021

Insertion Order/Editorial Deadline: April 30

Ad Material Deadline: May 10

Distribution: Week of June 14

Fall 2021

Insertion Order/Editorial Deadline: September 10

Ad Material Deadline: September 17

Distribution: Week of October 25

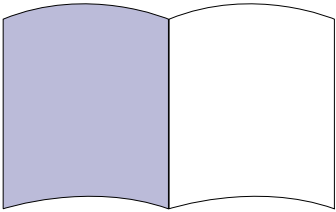
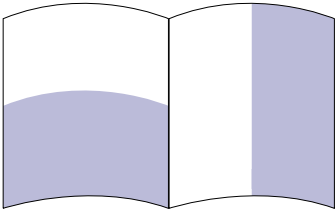
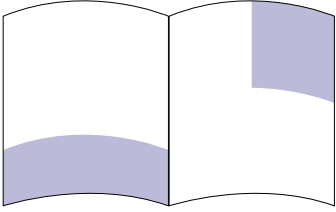
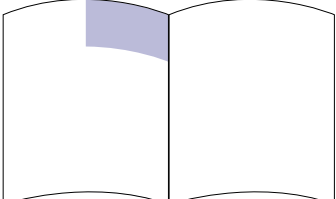
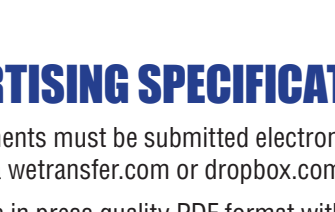
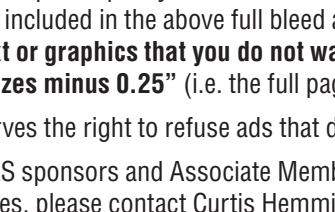



SASKATCHEWAN Farmers' Voice



RATES

Prices listed are based on digitally supplied artwork in full color and sizes are listed as width by height.

	Size	1X	2X	3X
 Back Cover	Full bleed: 8.75" x 11.25" OR No bleeds: 8" x 10.5"	\$3,495	\$3,150	\$2,835
 Inside Covers	Full bleed: 8.75" x 11.25" OR No bleeds: 8" x 10.5"	\$3,025	\$2,725	\$2,450
 Full Page	Full bleed: 8.75" x 11.25" OR No bleeds: 8" x 10.5"	\$2,695	\$2,425	\$2,180
 1/2 page Vertical	Full bleeds: 4.25" x 11.25" OR No bleeds: 3.875" x 10.5"	\$1,750	\$1,575	\$1,425
 Horizontal	Full bleeds: 8.75" x 5.5" OR No bleeds: 8" x 5.125"			
 1/4 page Vertical	Full bleeds: 4.25" x 5.5" OR No bleeds: 3.875" x 5.125"	\$995	\$895	\$800
 Horizontal	Full bleeds: 8.75" x 2.75" OR No bleeds: 8" x 2.5"			
1/8 page	Full bleeds: 4.25" x 2.7" OR No bleeds: 3.875" x 2.5"	\$760	\$685	\$615

All full bleed ads must include a minimum of 0.375" margin around all edges.

ADVERTISING SPECIFICATIONS

Advertisements must be submitted electronically to info@benchmarkpr.ca. If the file is too large to send by email, please send it to this address via [wetransfer.com](https://www.wetransfer.com) or [dropbox.com](https://www.dropbox.com).

Supply files in press quality PDF format with all fonts and 300dpi (min.) CMYK images embedded. **NO CROP MARKS.** All full bleed ads (bleeds are included in the above full bleed ad sizes) **must include a minimum margin of 0.375" around all ad edges. Please DO NOT include text or graphics that you do not want cut off by the printer in this area. Note: the live sizes of full bleed ads that are the full bleed ad sizes minus 0.25" (i.e. the full page live ad size is 8.5" by 11").**

APAS reserves the right to refuse ads that do not meet their visual standards or contain content that is contrary to their mission.

NOTE: APAS sponsors and Associate Members receive an additional discount of 20% on all ad bookings. For information on sponsorship opportunities, please contact Curtis Hemming at chemming@apas.ca.

SASKATCHEWAN Farmers' Voice



TERMS & CONDITIONS

Invoices will be sent following the publication of each issue. Payment is due in full within 60 days of invoice date. Overdue accounts will be charged 1.5% interest per month. **Make cheques payable to APAS.** Please direct all invoicing and payment inquiries to APAS.

CONTACT US

Agricultural Producers Association of Saskatchewan

3401a Pasqua Street
Regina, SK S4S 7K9

Phone: 306-789-7774

Email: info@apas.ca

Website: www.apas.ca

Benchmark Public Relations

2260 McIntyre Street
Regina, SK S4P 2R7

Phone: 306-522-9326

Email: info@benchmarkpr.ca

Website: www.benchmarkpr.ca

Managing Partner:

Pat Rediger

T: 306-522-9326

E: prediger@benchmarkpr.ca

Account Executive:

Don Shalley

C: 306-545-6606

E: dshalley@benchmarkpr.ca

SASKATCHEWAN Farmers' Voice



CLIENT INFORMATION

Client: _____ Contact Person (Artwork): _____
 _____ Contact Person (Billing): _____
 Address: _____ Authorized Signature: _____
 City: _____ Postal Code: _____ Email Address (Artwork): _____
 Phone: _____ Email Address (Billing): _____
 Fax: _____ Purchase Order Number: _____

SPECIFICATIONS & PRODUCTION

Saskatchewan Farmers' Voice is an 8.5" x 11" glossy magazine with more than 35,000 copies printed and distributed to every farm household in Saskatchewan. The production schedule for 2020 is as follows:

Winter 2021	Insertion Order/Editorial Deadline: Jan. 8	Ad Material Deadline: Jan. 15	Distribution: Week of Feb. 22
Summer 2021	Insertion Order/Editorial Deadline: April 30	Ad Material Deadline: May 10	Distribution: Week of June 14
Fall 2021	Insertion Order/Editorial Deadline: Sept. 10	Ad Material Deadline: Sept. 17	Distribution: Week of Oct. 25

ADVERTISING SPECIFICATIONS

(See rate card for sizes)

Prices listed are based on digitally supplied artwork in full color. Submit all ads electronically to wernerby@benchmarkpr.ca. You can also send it by wettransfer.com or [dropbox.com](https://www.dropbox.com) for free if your file

is too large to send by email. Supply files in print optimized PDF format with all fonts and 300 dpi (min.) CMYK images embedded. **NO CROP MARKS. Full bleed ads must include a 0.375" margin on all edges. Do not include text or graphics that you do not want cut off in this area.**

Please check the ad size to the right that you wish to purchase.

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Pricing (not incl. GST)	1X	2X	3X
<input type="checkbox"/> Back Cover	\$3,495	\$3,150	\$2,835
<input type="checkbox"/> Inside Covers	\$3,025	\$2,725	\$2,450
<input type="checkbox"/> Full Page	\$2,695	\$2,425	\$2,180
<input type="checkbox"/> 1/2 Page Vertical	\$1,750	\$1,575	\$1,425
<input type="checkbox"/> 1/2 Page Horizontal	\$1,750	\$1,575	\$1,425
<input type="checkbox"/> 1/4 Page Vertical	\$995	\$895	\$800
<input type="checkbox"/> 1/4 Page Horizontal	\$995	\$895	\$800
<input type="checkbox"/> 1/8 Page	\$760	\$685	\$615

SUMMARY

_____ Display Space _____
 _____ Member Discount _____
 _____ Subtotal _____
 _____ GST (5%) _____
 _____ **TOTAL** _____

Contract currently in place: _____

Currently committed advertising issues: (check below)

- ☐ **Winter 2021** Insertion Order/Editorial Deadline: Jan. 8
 Ad Material Deadline: Jan. 15
- ☐ **Summer 2021** Insertion Order/Editorial Deadline: April 30
 Ad Material Deadline: May 10
- ☐ **Fall 2021** Insertion Order/Editorial Deadline: Sept. 10
 Ad Material Deadline: Sept. 17

CONTACT TERMS & CONDITIONS

BENCHMARK PUBLIC RELATIONS

2260 McIntyre Street
 Regina, SK S4P 2R7
 T: 306-522-9326
info@benchmarkpr.ca
www.benchmarkpr.ca

MANAGING PARTNER:

Pat Rediger
 T: 306-522-9326
prediger@benchmarkpr.ca

ACCOUNT EXECUTIVE:

Don Shalley
 C: 306-545-6606
dshalley@benchmarkpr.ca

Invoices will be sent following the publication of each issue. Payment is due in full within 60 days of invoice date. Overdue accounts will be charged 1.5% interest per month. **Make cheques payable to:**

Agricultural Producers Association of Saskatchewan (APAS)

3401a Pasqua Street
 Regina, SK S4S 7K9

T: 306-789-7774
info@apas.ca

Please direct all invoicing and payment inquiries to APAS.