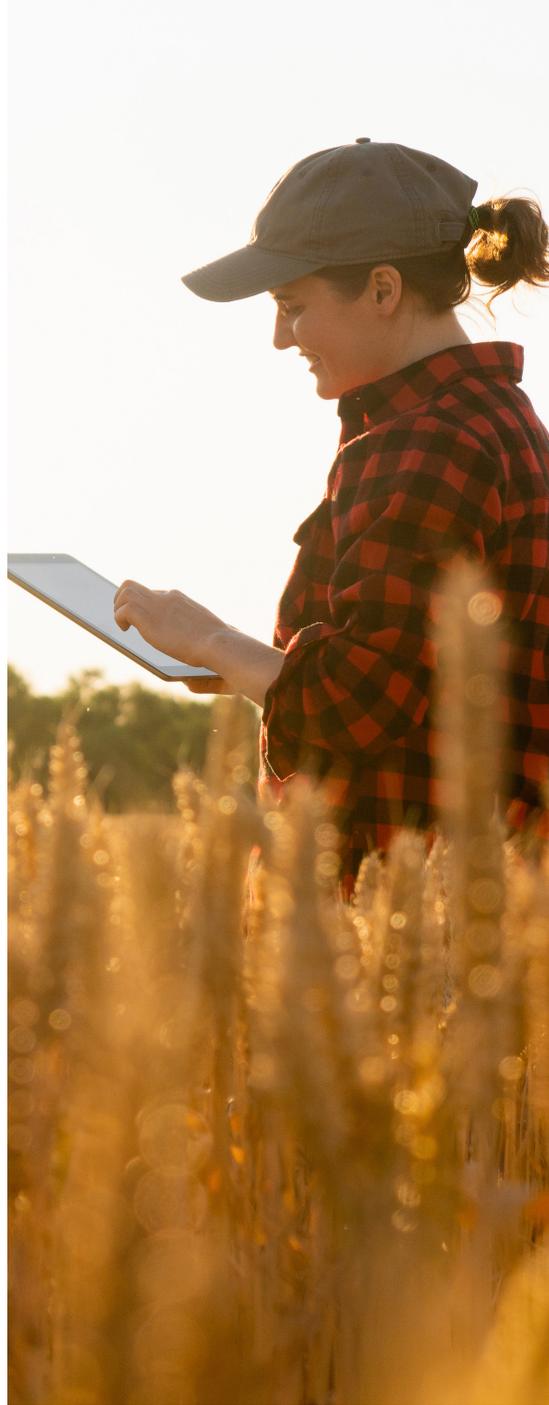


# SASKATCHEWAN Farmers' Voice



**2023 Media Kit** Rate Card / Printing Specs / Deadlines & Publishing Schedule

[www.apas.ca](http://www.apas.ca)



# SASKATCHEWAN **Farmers' Voice**



## **ABOUT APAS**

The Agricultural Producers Association of Saskatchewan is Saskatchewan's general farm organization, based on rural municipal boundaries. APAS provides farmers and ranchers with a democratically-elected, grassroots, non-partisan, producer-run voice to government and society.

APAS was formed out of a resolution during a Saskatchewan Association of Rural Municipalities convention to represent the views of all Saskatchewan producers on key policy issues, and has been the united voice of thousands of agricultural producers in Saskatchewan since 2000.

APAS represents Saskatchewan as a member of the Canadian Federation of Agriculture and advocates on behalf of Saskatchewan producers to all levels of government.

## **ABOUT SASKATCHEWAN FARMERS' VOICE**

Saskatchewan Farmers' Voice is published three times a year. It has a circulation of more than 35,000 and is distributed directly to every farm household in Saskatchewan through Canada Post. The magazine is also distributed to the top decision makers in the province including MPs, MLAs, government ministries and agricultural stakeholders. Past issues are available on the APAS website at [www.apas.ca](http://www.apas.ca).

Our aim is to provide information about important agricultural issues, rural life, agronomy, business and APAS activities, while telling the stories of Saskatchewan producers.

## **ABOUT BENCHMARK PUBLIC RELATIONS**

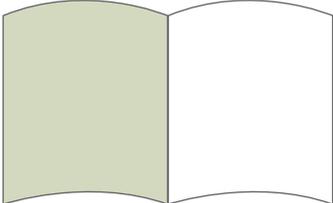
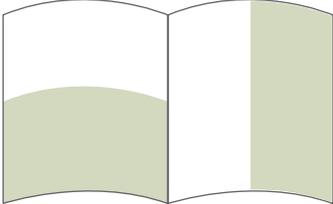
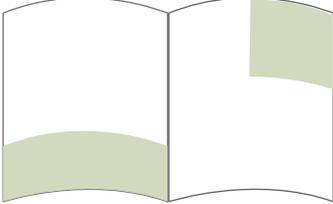
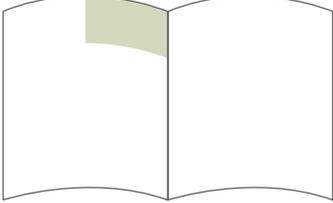
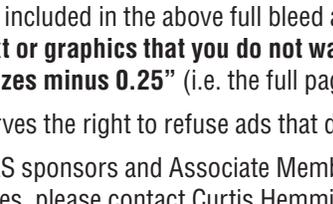
Benchmark Public Relations is Saskatchewan's largest locally-owned magazine contract publisher. It publishes a variety of magazines for various associations including Saskatchewan Farmers' Voice on behalf of APAS.

Benchmark is a full-service public relations agency specializing in all aspects of strategic communications and marketing.

# SASKATCHEWAN Farmers' Voice

## RATES

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

	Size	1K	2K	3K
	<b>Back Cover</b> Full bleed: 8.75" x 11.25" OR No bleeds: 8" x 10.5"	\$3,495	\$3,150	\$2,835
	<b>Inside Covers</b> Full bleed: 8.75" x 11.25" OR No bleeds: 8" x 10.5"	\$3,025	\$2,725	\$2,450
	<b>Full Page</b> Full bleed: 8.75" x 11.25" OR No bleeds: 8" x 10.5"	\$2,695	\$2,425	\$2,180
	<b>1/2 page Vertical</b> Full bleeds: 4.25" x 11.25" OR No bleeds: 3.875" x 10.5"	\$1,750	\$1,575	\$1,425
	<b>Horizontal</b> Full bleeds: 8.75" x 5.5" OR No bleeds: 8" x 5.125"			
	<b>1/4 page Vertical</b> Full bleeds: 4.25" x 5.5" OR No bleeds: 3.875" x 5.125"	\$995	\$895	\$800
	<b>Horizontal</b> Full bleeds: 8.75" x 2.75" OR No bleeds: 8" x 2.5"			
	<b>1/8 page</b> 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](mailto:info@benchmarkpr.ca). If the file is too large to send by email, please send it to this address via [wettransfer.com](http://wettransfer.com) or [dropbox.com](http://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](mailto:chemming@apas.ca).

# SASKATCHEWAN Farmers' Voice

## BUSINESS FEATURES

Business Features are an excellent opportunity to market your product, service or company directly to farmers in Saskatchewan. Each feature is one-page and includes an article of up to 700 words that is written by one of our writers. Advertisers are encouraged to provide their logo, as well as any supporting imagery (such as high quality images of their staff, facility, products, etc.) to further enhance the feature's market appeal.

**NOTE:** Prior to writing the article, our team will discuss an overall theme with you and conduct any necessary research, such as interviewing one or two of your team members. You will also receive a draft of the article for review and approval before it is printed.

Business Features are charged at premium prices due to their impact and the additional costs for writing, editing and design. The fee is \$4,250 per issue.

## DIGITAL ENHANCEMENTS

All advertisers are thanked on APAS' social media accounts: Twitter and Facebook.

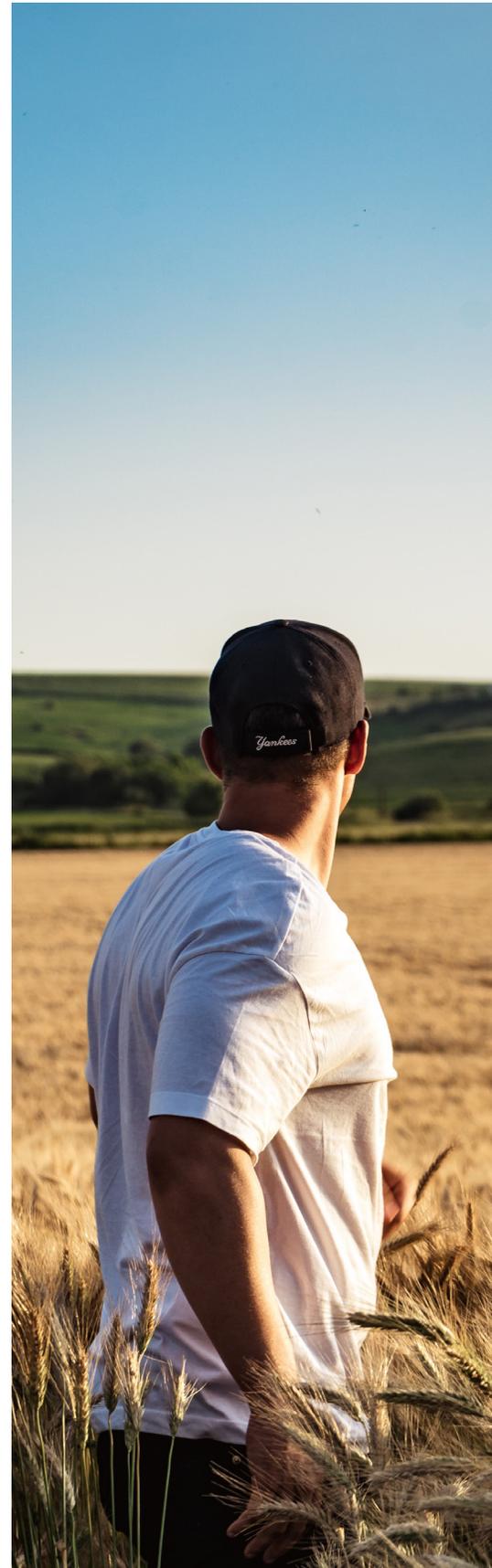
All Business Feature advertisers will have their article mentioned on APAS' social media accounts. Each posting will also include the advertiser's logo and be linked to their webpage (if it exists).

All Business Feature advertisers will receive a complimentary PDF copy of their feature that they can share through their own social media, email to clients, post on their website, or print out and give away.

Saskatchewan Farmers' Voice are also archived on the APAS website at [www.apas.ca](http://www.apas.ca) where they can be retrieved and reviewed at any time.

## FRONT COVER BUSINESS FEATURE

A Front Cover Business Feature includes all of the benefits of the above Business Feature with the added bonus of being highlighted on the front cover. The price is \$6,250 per issue and includes front cover photography (if you do not have an appropriate photo to use).



# SASKATCHEWAN Farmers' Voice



## UPCOMING DEADLINES

### Winter 2023

**Insertion Order/Editorial Deadline:** February 15

**Ad Material Deadline:** February 22

**Distribution:** Week of March 27

### Summer 2023

**Insertion Order/Editorial Deadline:** May 22

**Ad Material Deadline:** May 29

**Distribution:** Week of June 26

### Fall 2023

**Insertion Order/Editorial Deadline:** October 16

**Ad Material Deadline:** October 23

**Distribution:** Week of November 13

## 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

### Benchmark Public Relations

2260 McIntyre Street  
Regina, SK S4P 2R7

**Phone:** 306-522-9326

**Email:** [info@benchmarkpr.ca](mailto:info@benchmarkpr.ca)

**Website:** [www.benchmarkpr.ca](http://www.benchmarkpr.ca)

### Account Executives:

#### Pat Rediger

T: 306-522-9326

E: [prediger@benchmarkpr.ca](mailto:prediger@benchmarkpr.ca)

#### Warren Nerby

T: 306-790-1045

C: 306-539-8286

E: [wnerby@benchmarkpr.ca](mailto:wnerby@benchmarkpr.ca)

# SASKATCHEWAN Farmers' Voice

## CLIENT INFORMATION

Client: \_\_\_\_\_ Contact Person: \_\_\_\_\_  
 Address: \_\_\_\_\_ Authorized Signature: \_\_\_\_\_  
 City: \_\_\_\_\_ Postal Code: \_\_\_\_\_ Email Address: \_\_\_\_\_  
 Phone: \_\_\_\_\_ Purchase Order Number: \_\_\_\_\_  
 Fax: \_\_\_\_\_

## 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 2023 is as follows:

<b>Winter 2023</b>	<b>Insertion Order/Editorial Deadline:</b> Feb 15	<b>Ad Material Deadline:</b> Feb 22	<b>Distribution:</b> Week of Mar 27
<b>Summer 2023</b>	<b>Insertion Order/Editorial Deadline:</b> May 22	<b>Ad Material Deadline:</b> May 29	<b>Distribution:</b> Week of Jun 26
<b>Fall 2023</b>	<b>Insertion Order/Editorial Deadline:</b> Oct 16	<b>Ad Material Deadline:</b> Oct 23	<b>Distribution:</b> Week of Nov 13

## ADVERTISING SPECIFICATIONS

(See rate card for sizes)

Prices listed are based on digitally supplied artwork in full color. Submit all ads electronically to [info@benchmarkpr.ca](mailto:info@benchmarkpr.ca). You can also send it by [wetransfer.com](http://wetransfer.com) or [dropbox.com](http://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.**

**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](mailto:chemming@apas.ca).

Pricing (not incl. GST)	1X	2X	3X
<input type="checkbox"/> Business Feature	\$4,250	\$3,965	\$3,490
<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 \_\_\_\_\_  
 \_\_\_\_\_ Special Placement \_\_\_\_\_  
 \_\_\_\_\_ GST (5%) \_\_\_\_\_  
 \_\_\_\_\_ Subtotal \_\_\_\_\_  
 Subtotal x \_\_\_\_\_ number of issues \_\_\_\_\_  
 \_\_\_\_\_ Multiple Insertion Discount \_\_\_\_\_  
**GRAND TOTAL** \_\_\_\_\_

Contract currently in place: \_\_\_\_\_

Currently committed advertising issues: (check below)

- Winter 2023** Insertion Order/Editorial Deadline: Feb 15  
 Ad Material Deadline: Feb 22
- Summer 2023** Insertion Order/Editorial Deadline: May 22  
 Ad Material Deadline: May 29
- Fall 2023** Insertion Order/Editorial Deadline: Oct. 16  
 Ad Material Deadline: Oct 23

## CONTACT TERMS & CONDITIONS

### BENCHMARK PUBLIC RELATIONS

2260 McIntyre Street  
 Regina, SK S4P 2R7

T: 306-522-9326  
[info@benchmarkpr.ca](mailto:info@benchmarkpr.ca)

[www.benchmarkpr.ca](http://www.benchmarkpr.ca)

### MANAGING PARTNER:

**Pai Rediger**  
 T: 306-522-9326  
 E: [prediger@benchmarkpr.ca](mailto:prediger@benchmarkpr.ca)

### ACCOUNT EXECUTIVES:

**Warren Nerby**  
 T: 306-790-1045  
 C: 306-539-8286  
 E: [wnerby@benchmarkpr.ca](mailto:wnerby@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](mailto:info@apas.ca)

Please direct all invoicing and payment inquiries to APAS.