

# SASKATCHEWAN FARMERS' VOICE

## 2018 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 (APAS) was formed out of a resolution during the Saskatchewan Association of Rural Municipalities' (SARM) convention in the fall of 1999, as an organization that could provide sound farm policy on behalf of Saskatchewan producers. APAS was incorporated in July 2000 under the Non-Profit Corporations Act. In December 2000, the first APAS Board of Directors was elected.

APAS is Saskatchewan's general farm organization – formed to provide farmers and ranchers with a democratically elected, grassroots, non-partisan, producer-run organization based on rural municipal boundaries. As the united voice of thousands of agricultural producers in Saskatchewan, we strive to represent the views of a wide variety of agricultural stakeholders in order to form comprehensive policies that can benefit all sectors of society.

## ABOUT SASKATCHEWAN FARMERS' VOICE

Saskatchewan Farmers' Voice is published twice a year in June and October. It has a circulation of 35,000 and is distributed 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 also stored electronically on the APAS website at [www.apas.ca](http://www.apas.ca).

Our aim is to provide information about APAS activities, examine important agricultural issues, feature sections on agronomy and business, and provide information on member benefits available to APAS member ratepayers.

## 2018 DEADLINES

### Summer Issue

Insertion Order Deadline: June 8

Ad Material Deadline: June 11

Distribution: Week of July 3

### Winter Issue

Insertion Order Deadline: November 16

Ad Material Deadline: November 19

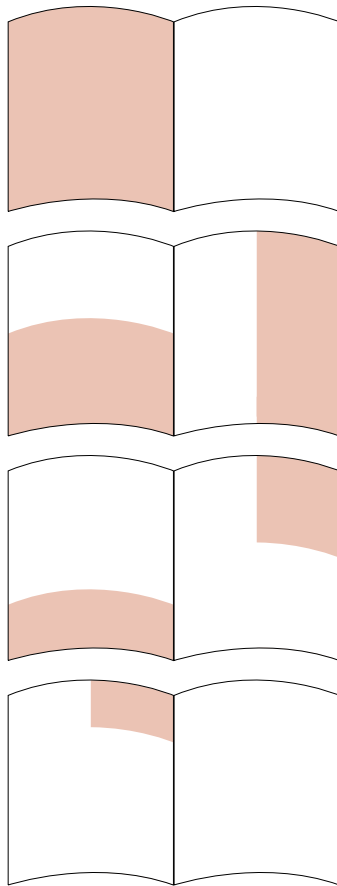
Distribution: Week of December 10

# 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
<b>Back Cover</b>	Full bleed: 8.75" x 11.25" OR No bleeds: 8" x 10.5"	\$3,495	\$3,150
<b>Inside Covers</b>	Full bleed: 8.75" x 11.25" OR No bleeds: 8" x 10.5"	\$3,025	\$2,870
<b>Full Page</b>	Full bleed: 8.75" x 11.25" OR No bleeds: 8" x 10.5"	\$2,695	\$2,480
<b>1/2 page</b>		\$1,750	\$1,445
<i>Vertical</i>	Full bleeds: 4.25" x 11.25" OR No bleeds: 3.875" x 10.5"		
<i>Horizontal</i>	Full bleeds: 8.75" x 5.5" OR No bleeds: 8" x 5.125"		
<b>1/4 page</b>		\$995	\$870
<i>Vertical</i>	Full bleeds: 4.25" x 5.5" OR No bleeds: 3.875" x 5.125"		
<i>Horizontal</i>	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	\$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 [wetransfer.com](http://wetransfer.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").



# SASKATCHEWAN FARMERS' VOICE



## TERMS & CONDITIONS

The total outstanding amount is due and payable by the end of the month in which distribution occurs. Overdue accounts will be charged 1.5% interest per month. **Make cheques payable to APAS.**

## CONTACT US

### Agricultural Producers Association of Saskatchewan

140 – 4th Avenue East  
Regina, Sk S4N 4Z4

**Phone:** 306-789-7774

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

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

### 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:

#### Jill McKeen

C: (306) 527-9920

[jmckein@benchmarkpr.ca](mailto:jmckein@benchmarkpr.ca)

#### Warren Nerby

T: (306) 790-1045

C: (306) 539-8286

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

# SASKATCHEWAN FARMERS' VOICE



## CLIENT INFORMATION

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

## SPECIFICATIONS & PRODUCTION

**Saskatchewan Farmers' Voice** is an 8.5" x 11" glossy magazine with 35,000 copies printed and distributed to every farm household in Saskatchewan. The production schedule for 2018 is as follows:

<b>Summer 2018</b>	<b>Insertion Order Deadline:</b> June 8	<b>Ad Material Deadline:</b> June 11	<b>Distribution:</b> Week of July 3
<b>Winter 2018</b>	<b>Insertion Order Deadline:</b> Nov. 16	<b>Ad Material Deadline:</b> Nov. 19	<b>Distribution:</b> Week of Dec. 10

## ADVERTISING SPECIFICATIONS

(See rate card for sizes)

Prices listed are based on digitally supplied artwork in full color. Submit all ads electronically to wnerby@benchmarkpr.ca. You can also send it by wetransfer.com or 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.**

	<b>1X</b>	<b>2X</b>
<input type="checkbox"/> <b>Back Cover</b>	\$3,495	\$3,150
<input type="checkbox"/> <b>Inside Covers</b>	\$3,025	\$2,870
<input type="checkbox"/> <b>Full Page</b>	\$2,695	\$2,480
<input type="checkbox"/> <b>1/2 Page Vertical</b>	\$1,750	\$1,445
<input type="checkbox"/> <b>1/2 Page Horizontal</b>	\$1,750	\$1,445
<input type="checkbox"/> <b>1/4 Page Vertical</b>	\$995	\$870
<input type="checkbox"/> <b>1/4 Page Horizontal</b>	\$995	\$870
<input type="checkbox"/> <b>1/8 Page</b>	\$760	\$615

## SUMMARY

\_\_\_\_\_ Display Space \_\_\_\_\_  
 \_\_\_\_\_ Special Placement \_\_\_\_\_  
 \_\_\_\_\_ GST (5%) \_\_\_\_\_  
 \_\_\_\_\_ Subtotal \_\_\_\_\_  
 Subtotal x \_\_\_\_\_ number of issues \_\_\_\_\_  
 \_\_\_\_\_ Multiple Insertion Discount \_\_\_\_\_

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

Currently committed advertising issues: (check below)

- Summer 2018** **Insertion Order Deadline:** June 8  
**Ad Material Deadline:** June 11
- Winter 2018** **Insertion Order Deadline:** Nov. 16  
**Ad Material Deadline:** Nov. 19

**GRAND TOTAL** \_\_\_\_\_

## CONTACT TERMS & CONDITIONS

### BENCHMARK PUBLIC RELATIONS

2260 McIntyre Street  
 Regina, SK S4P 2R7  
 Phone: (306) 522-9326  
 Email: info@benchmarkpr.ca  
 Website: www.benchmarkpr.ca

### ACCOUNT EXECUTIVES:

**Jill McKeen**  
 C: (306) 527-9920  
 jmckeen@benchmarkpr.ca

**Warren Nerby**  
 T: (306) 790-1045  
 C: (306) 539-8286  
 wnerby@benchmarkpr.ca

The total outstanding amount is due and payable by the end of the month in which distribution occurs. Overdue accounts will be charged 1.5% interest per month. **Make cheques payable to:**

**Agricultural Producers Association of Saskatchewan (APAS)**  
 140 – 4th Avenue East  
 Regina, SK S4N 4Z4