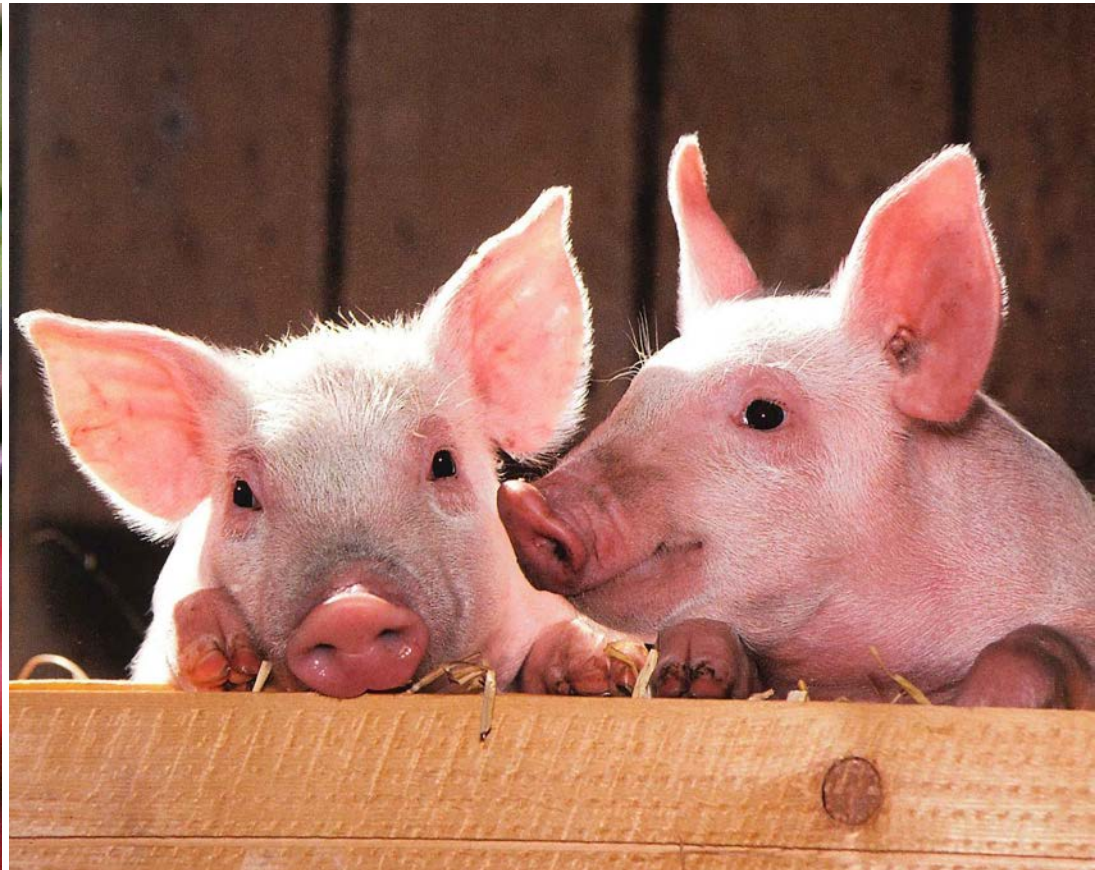


SASKATCHEWAN FARMERS' VOICE

2020 Media Kit

Rate Card/Printing Specs/Deadlines & Publishing Schedule



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.

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

UPCOMING DEADLINES

Winter 2020

Insertion Order/Editorial Deadline: January 8

Ad Material Deadline: January 15

Distribution: Week of February 10

Summer 2020

Insertion Order/Editorial Deadline: May 1

Ad Material Deadline: May 8

Distribution: Week of June 8

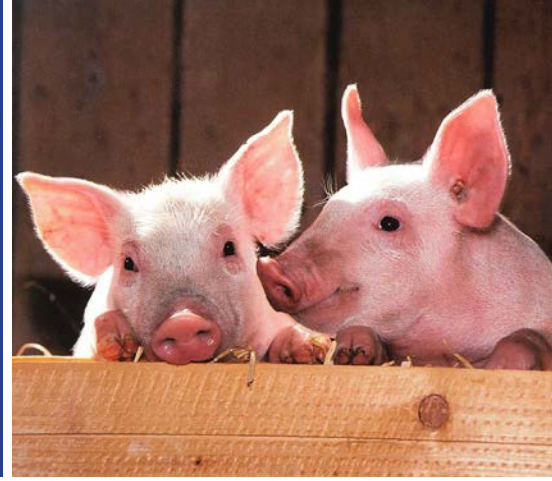
Fall 2020

Insertion Order/Editorial Deadline: October 2

Ad Material Deadline: October 9

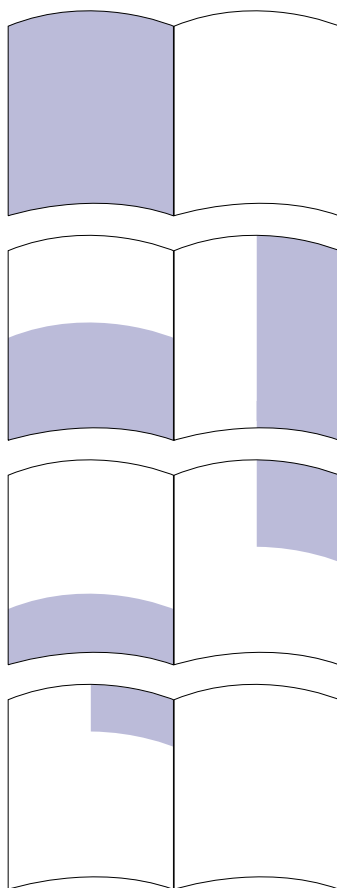
Distribution: Week of November 9

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		\$1,750	\$1,575	\$1,425
<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"			
1/4 page		\$995	\$895	\$800
<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"			
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 or 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

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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 2020	Insertion Order/Editorial Deadline: Jan. 8	Ad Material Deadline: Jan. 15	Distribution: Week of Feb. 10
Summer 2020	Insertion Order/Editorial Deadline: May 1	Ad Material Deadline: May 8	Distribution: Week of June 8
Fall 2020	Insertion Order/Editorial Deadline: Oct. 2	Ad Material Deadline: Oct. 9	Distribution: Week of Nov. 9

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.

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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 _____
 _____ 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 2020** Insertion Order/Editorial Deadline: Jan. 8
 Ad Material Deadline: Jan. 15
- Summer 2020** Insertion Order/Editorial Deadline: May 1
 Ad Material Deadline: May 8
- Fall 2020** Insertion Order/Editorial Deadline: Oct. 2
 Ad Material Deadline: Oct. 9

CONTACT TERMS & CONDITIONS

BENCHMARK PUBLIC RELATIONS

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prediger@benchmarkpr.ca

ACCOUNT EXECUTIVE:

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

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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.