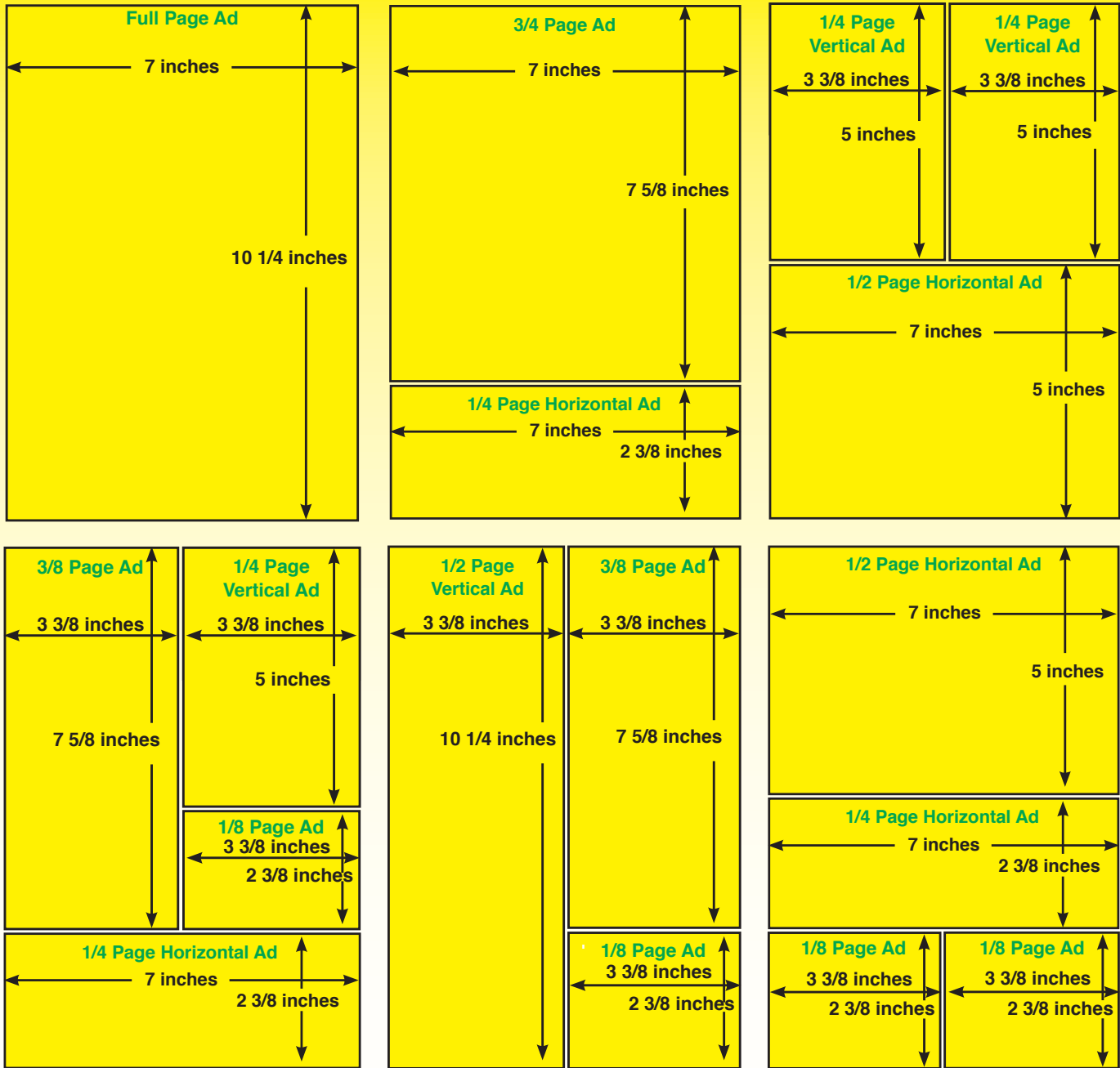


Standard Ad Sizes



Total Coverage - Over 150,000 farmers. Ideal for finding new customers and for your loyalty communications.

Physical Mail - Proven to be easier to understand, more motivating and resulting in a 70% higher brand recall. (per Canada Post research)

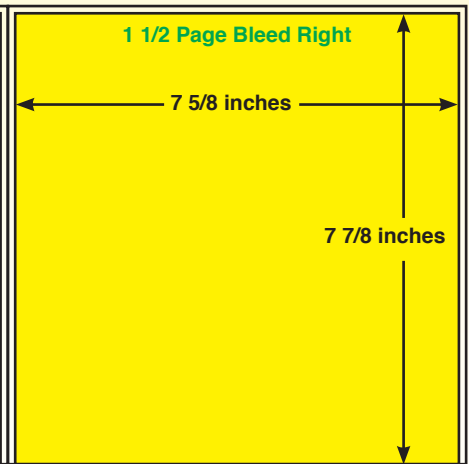
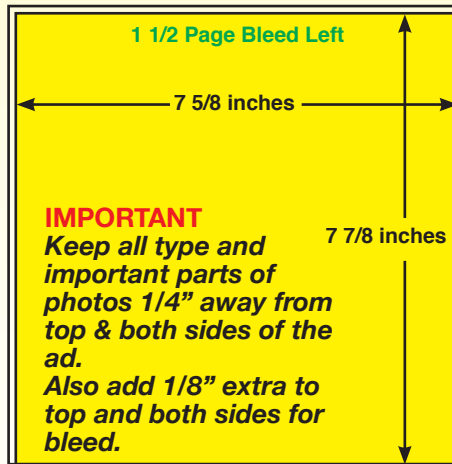
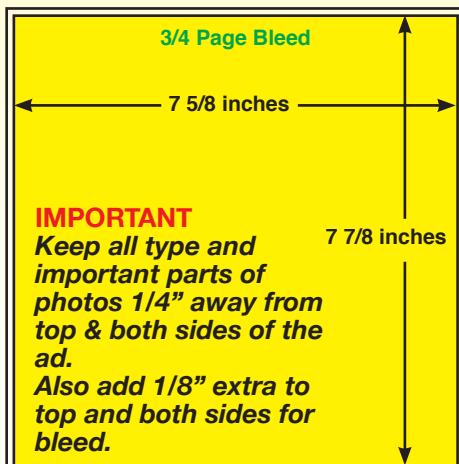
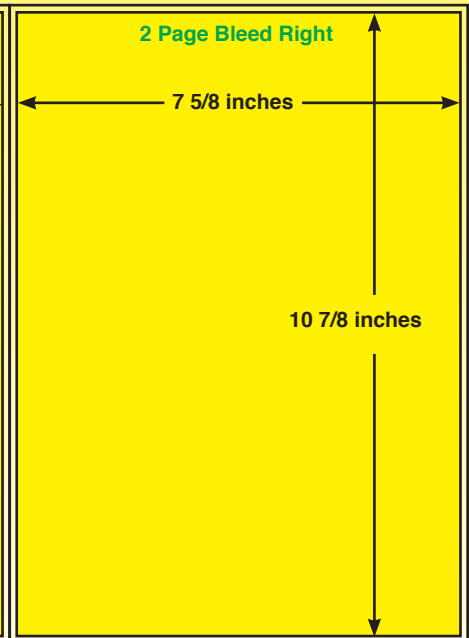
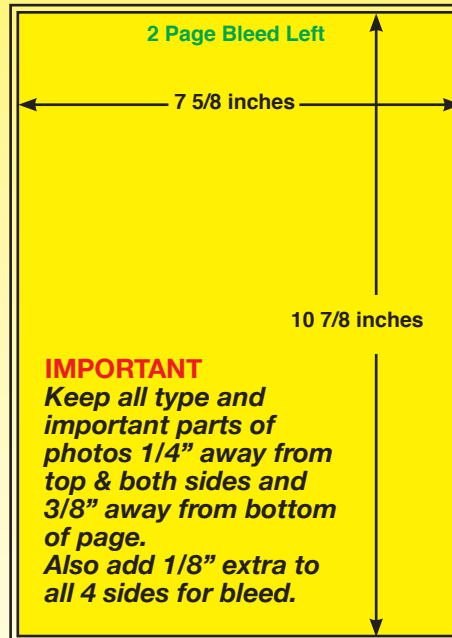
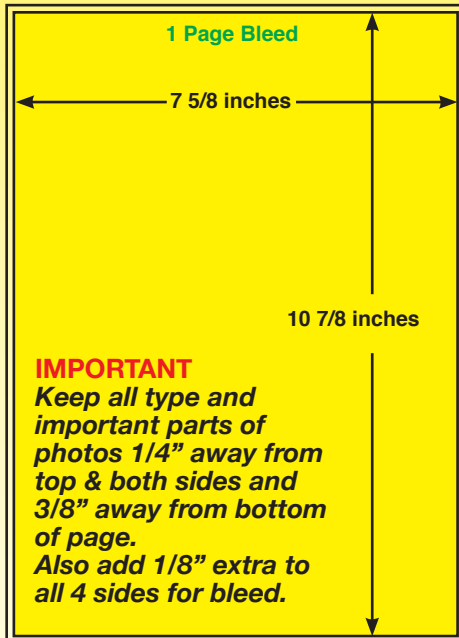
Multi-Channel Reach - With your ad in The Book you receive both print and digital platforms. In addition to these mediums, WhereFarmersLook.com provides farmers an extensive, searchable database of agribusiness products and services.

Retention - Farmers thoroughly study The Book and continue to reference it year round when making purchasing decisions, indicative of both its immediate impact and extended value.

Trusted - For over 45 years The Book has been an integral part of the farmer's purchasing process. It is regarded as a valued tool for finding what the marketplace has to offer.

Cost Effective - Exceptional value. Low cost per 1000 circulation. From \$5.34/1000 for a 1/8 page to \$38.90/1000 for a full page.

Bleed Ad Sizes



Mechanical Requirements & Impositions

- Printing process: web heatset offset.
- Ads crossing gutter: keep type and important parts of photos 1/4" away from both sides of the gutter to allow for binding.
- Binding: perfect bound.

Electronic Files:

- **CMYK process only - NO SPOT COLOUR, NO RGB, NO PANTONE**
- Completed supplied ads to be sent as High Resolution PDF's only.
All photos need to be high resolution CMYK
- Total Area Coverage (TAC) below 400%.

Bleed Ads:

Keep all type and important parts of photos 1/4" away from top, both sides and 3/8" from bottom. Also allow **1/8" to 1/4" beyond ad size for trim, all 4 sides.** Please contact us for bleed sizes. 2 separate files for spreads. Trim size of The Book is 7 5/8" x 10 7/8".

Ads Crossing Gutter

Keep all type and important parts of photos 1/4" away from gutter - both sides. Separate files must be supplied for each side of the ad.

Please submit only high-resolution photos for composition.