

POTATO GUIDE RATE CARD 2022

Plan to be part of the 2022 Edition of the Potato Guide

The 9th annual National Potato Guide will be issued in February 2022. Published by Glacier FarmMedia, the **National Potato Guide** will run as a pullable insert in February in two of Canada's highest-profile farm business magazines – *Le Bulletin des agriculteurs* and *Country Guide*.

Serving potato growers from coast to coast, the National Potato Guide is the only Potato publication that provides a true national editorial package. The National Potato Guide is a valuable reference tool for growers throughout the planning, planting and growing seasons. The tables provide growers with a comprehensive list of fungicides, insecticides, herbicides and seed piece treatments.

Each product is referenced for effectiveness on the target insects, weeds or diseases, as well as any use restrictions. The tables are supplemented with editorial on new product registrations or other product developments for the upcoming season.

Reach all potato growers across Canada in the National Potato Guide!

DISTRIBUTION

Circulation for the **Potato Guide** will be approximately 7,500, which includes circulation in the February 1 issue of *Country Guide* and February issue of *Le Bulletin des agriculteurs*.



CountryGuide
STRATEGIC. BUSINESS. THINKING.

leBulletin
des agriculteurs

2022 SPECIAL FEATURE

National Potato Guide

BOOKING AND MATERIAL DEADLINE: DECEMBER 10, 2021

ADDED BONUS!! With every ½ page ad booked, you can include a ¼ Page Product Profile of your choice at no charge! Plus online, have your company's logo included in the pesticide tables that links to your website!

RATES & DIMENSIONS

AD UNIT	FULL COLOUR RATE	NON BLEED DIMENSIONS	BLEED AD DIMENSIONS (All sizes W x D)	
			TRIM	BLEED
Double Page Spread	\$16,678	15.125" x 10"	16.25" x 10.75"	16.75" x 11.25"
Full Page	\$8,339	7" x 10"	8.125" x 10.75"	8.625" x 11.25"
1/2 Page Spread, H.	\$10,008	15.125" x 5"	16.25" x 5.4"	16.75" x 5.9"
1/2 Page, Horiz.	\$5,004	7" x 5"	8.125" x 5.4"	8.625" x 5.9"
1/3 Page Spread, H.	\$6,004	15.125" x 3.357"	16.25" x 3.75"	16.75" x 4.25"
1/3 Page, Horiz.	\$3,002	7" x 3.357"	8.125" x 3.75"	8.625" x 4.25"
Outside Back Cover	\$9,173	7" x 10"	8.125" x 10.75"	8.625" x 11.25"
Inside Back Cover	\$9,173	7" x 10"	8.125" x 10.75"	8.625" x 11.25"
Inside Front Cover	\$9,173	7" x 10"	8.125" x 10.75"	8.625" x 11.25"

Bleed ad size dimensions include .25" bleed on all sides.

Type to have safety margins: .375" from gutter, .625" inches from sides, .375" from bottom

Rates are gross. Earned dollar volume discount applies. 15% will be paid to recognized agencies.



MECHANICALS/FILE FORMAT

Trim Size: 8.125" x 10.75"

Binding: saddle-stitched

Electronic files should arrive in press-ready Acrobat PDF format (8.0 compatible). When saving a file in PDF format, embed ALL fonts and limit photo resolution to 300 dpi. Colour ads must have CMYK colour applied to all elements, RGB images are not acceptable.

SEND AD MATERIALS TO:

Ad Services Co-ordinator

National Potato Guide

1666 Dublin Avenue,
Winnipeg, MB R3H 0H1

Phone: **204-944-5758**

Fax: **204-954-1422**

Email: ads@fbcpublishing.com

FTP: <http://vip.fbcpublishing.com>

ADVERTISING SALES

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