Manitoba CO•OPERATOR Advertising Rate Card

Rates effective as of July 1, 2011

MANITOBA CO-OPERATOR | RATE CARD

Ad Sizes

	B/W	B&1	Full Colour
Double Page Spread	$7,052.50	$7,772.50	$9,052.50
Full Page	$3,526.25	$3,886.25	$4,526.25
Junior Double Page Spread	$3,640.00	$4,360.00	$5,640.00
Junior Page	$1,820.00	$2,180.00	$2,820.00
1/2 Double Page Spread	$3,510.00	$4,230.00	$5,510.00
1/2 Page	$1,755.00	$2,115.00	$2,755.00
1/4 Page	$906.75	$1,266.75	$1,906.75
1/8 Page	$455.00	$815.00	$1,455.00
Earlug			$1,906.75
Front banner			$2,820.00

$3.25 per agate line • Black & 1 Colour $360 • Black & 3 Colour $1,000

Commonly requested sizes: (width x height)

Double page spread . . . . . .21.6" X 15.5"
10 columns x 217 agate lines

Full page . . . . . .10.25" x 15.5"
5 columns x 217 agate lines

Junior page spread . . . . . 17.4" x 10"
8 columns x 140 agate lines

Junior page . . . . . 8.125" x 10"
4 columns x 140 agate lines

Double half-page spread . .21.6" x 7.75"
10 columns x 108 agate lines

Half page. . . . . .10.25" x 7.75"
5 columns x 108 agate lines

Quarter page . . . . . 6" x 6.625"
3 columns x 93 agate lines

Eighth page . . . . . .4" x 5"
2 columns x 70 agate lines

Earlug . . . . . .3.083" x 1.833"

Front page banner . . . . . 10.25" x 3"
5 columns x 42 agate lines

Mechanicals

Column width: 1.9"
Page depth: 217 agate lines
No. of columns: 5
Halftone line screen: 85
Dot gain: 30%
Printing: Heat-set web offset
Bleeds: Not available

Electronic Material:
Electronic files should arrive in press-ready Acrobat PDF format (5.0 compatible). When saving a file in PDF format, please embed ALL fonts and limit photo resolution to 170 dpi. Colour ads must have CMYK colour applied to all elements, RGB images are not acceptable. Files can be sent electronically by e-mail to ads@fbcpublishing.com or by ftp to http://vip.fbcpublishing.com User: VIP Password: fbcpass

PLEASE NOTE:
We DO NOT ACCEPT ads in Microsoft Word or Publisher format. All files will be reviewed to ensure they meet FBC pre-press standards. Clients will be contacted regarding any modifications required.

Colour Guidance:
An accurate colour proof must accompany all advertising materials. In the absence of a colour proof, publisher will not be held responsible for unsatisfactory colour reproduction.

Ink Density:
Adjust ink limit in photos and rich blacks so that total coverage does not exceed 240%.

Fine line work and lettering:
Fine serifs, small lettering, and thin line work should be restricted to one colour and preferably not smaller than 7 point. The use of small letter (under 7 points) and fine serifs should be avoided.

Contact Information

National Advertising Consultant:
James Shaw – *JSA Communications*
Phone: (416) 231-1812
Fax: (416) 233-4858
jamesshaw@rogers.com

Send Materials To:

Ad Services Co-ordinator – ads@fbcpublishing.com
Manitoba Co-operator, 1666 Dublin Avenue,
Winnipeg, MB R3H 0H1

Phone: (204) 944-5765 **Fax:** (204) 944-5562

FTP: http://vip.fbcpublishing.com
User: VIP Password: fbcpass

Manitoba CO•OPERATOR

Terms & Conditions

New Accounts:
Transient and new accounts, cash with order.

Contracts & Schedules:
Contracts are based on volume committed in advance for a 12-month period.

Advertising not scheduled and contracted for will be immediately subject to any rate change. Contracted advertising will be rate protected for 3 months. The publisher is not bound by any conditions, printed or otherwise, appearing on contracts or copy instructions when such conflict with the provisions of this rate card.

Contracts for advertising at other than published rates will not be accepted. The publisher reserves the right to hold any advertiser and its advertising agency jointly and severally liable for such monies as are due and payable to the publisher.

Commission:
15% will be paid to recognized agencies on the gross charges for space, colour, and position, when ad copy is forwarded via FTP, e-mail or provided on removable media. Account payable in Canadian funds.

Advertising Content:
All copy subject to the approval of the publisher, who reserves the right to reject, discontinue, or omit any advertisement or cancel any advertising contract without penalty to either party.

Publisher reserves the right reserved to place the word "Advertisement" centered in 8pt Helvetica over any paid announcement.

Dollar Volume Discount:
FBC offers the following dollar volume discounts. These apply to gross advertising dollars spent within a 12-month period in any Farm Business Communications print publication with the exception of Seed Manitoba, Yield Manitoba, Yield Alberta, Le Bulletin, Wheel & Deal, Ag Dealer, Agricole Ideal and Horses All.

Gross Dollars Spent	Discount
20,001 - 50,000	2%
50,001 - 150,000	3.5%
150,001 - 250,000	5%
250,001 - 300,000	7.5%
300,001 - 400,000	9%
400,001 +	10.5%

Split Copy:
Regional advertisers may make copy substitutions in any combination of regions or provincial editions. Additional cost for each substitution is $1000. Minimum quantity for splits is 1000 pieces.

Special Positions:
Guaranteed and preferred positions when available and requested, add 25% exclusive of colour and mechanical charges. Not held from year to year without specific written booking insertions from advertisers.

Cancellations:
No cancellations accepted after closing date. Cancellation of advertisements that have been set will be subject to production charge.

Liability:
Advertiser and advertising agency assume liability for content (including text, representations, and illustrations in advertisements printed) and also assume responsibility for any claims arising therefrom made against the publisher.

Colour Reproduction:
Publisher will not be responsible for unsatisfactory reproduction of colour advertisements unless accurate colour proofs are supplied.

Make-good insertion will not be granted on minor errors which do not affect the value of the whole advertisement. Publisher's liability will not exceed the cost of the area of the space occupied by the error, whether the error is due to the negligence of its servants or otherwise. There shall be no liability for non-insertion beyond the amount paid for such advertisement. No allowance for errors in key numbers.

Exclusivity:
We do not offer exclusivity for front page banners, ear lugs, banner wraps, outside back pages, etc.

Supplied Inserts / Post-it Notes / Polybagging:
Rate, issue availability, production requirements, closing dates, and other detailed information available on request. Geographic breakouts are available for preprinted inserts. Inserts may run by FSA, census divisions, or census sub-divisions. Rates for special space units (gatefolds, etc.) are available on request. Sponsorship of single issues are available by arrangement with publisher.

Special Services:
When publisher must provide artwork, advertiser will be billed at cost.

2011/2012 Publication Schedule

Manitoba Co-operator is published weekly on Thursdays.

Deadline for space and material is Thursday noon CST one week prior to issue date. No issue published the week between Christmas and New Year's.
Deadline for January 5/12 issue is December 21st at noon CST.

SPECIAL ISSUES:

- **Potato Special**
  March 1, 2012
  Deadline February 23, 2012
- **Farm Safety Special**
  March 15, 2012
  Deadline March 8, 2012
- **Potato Special**
  May 3, 2012
  Deadline April 26, 2012

SUPPLEMENTS:

Seed Manitoba – 18,000 copies

- December 8, 2011
  Deadline October 20, 2011

Yield Manitoba – 18,000 copies

- February 16, 2012
  Deadline January 20, 2012

Contact Information

National Advertising Consultant:
James Shaw – *JSA Communications*
Phone: (416) 231-1812
Fax: (416) 233-4858
jamesshaw@rogers.com

Send Materials To:

Ad Services Co-ordinator – ads@fbcpublishing.com
Manitoba Co-operator, 1666 Dublin Avenue,
Winnipeg, MB R3H 0H1

Phone: (204) 944-5765 **Fax:** (204) 944-5562

FTP: http://vip.fbcpublishing.com
User: VIP Password: fbcpass