

Ad Sizes

	Non Bleed Dimensions (width x height)	Bleed Dimensions (width x height)	B&W	B&3
Double Page Spread	15.25" x 10"	16.75" x 11.25"	\$3,977.00	\$5,977.00
Full Page	7.25" x 10"	8.625" x 11.25"	\$1,988.00	\$2,988.00
2/3 Page	7.25" x 6.5"	8.625" x 7.25"	\$1,590.00	\$2,920.00
1/2 Page Vertical	3.5" x 10"	4.125" x 11.25"	\$1,079.00	\$2,079.00
1/2 Page Horizontal	7.25" x 5"	8.625" x 5.75"	\$1,079.00	\$2,079.00
1/3 Page	7.25" x 3.375"	8.625" x 4.125"	\$795.00	\$1,795.00
1/4 Page	3.5" x 5"	—	\$596.00	\$1,596.00
1/6 Page	3.5" x 2.45"	—	\$292.00	\$1,297.00

Black & 1 Colour \$330; Black & 3 Colour \$1000. Rates for Seed Manitoba and Yield Manitoba do not qualify for dollar volume discounts.

SAVE! Book an ad in Seed Manitoba before October 13, 2011 and receive 15% OFF the rate of Yield Manitoba and Yield Alberta.

Mechanicals

Binding:

Seed Manitoba - perfect bound
Yield Manitoba - saddle-stitched

Trim Size: 8.125" X 10.75"

Column Depth: 10"

Standard Column Width: 2.125"

Two Columns: 4.5"

Three Columns: 7"

Halftone line screen: 150

Dot gain: 20% on SWOP coated

Printing: Heat-set web offset

Safety Margins (measured from trim size):

For spreads 0.375" from gutter, 0.625" sides, 0.375" top and bottom For full page ads 0.625" sides, 0.375" top and bottom

To avoid trimming into type, and to assure uniform margins on bleed ads, keep dimensions of type area to 15" x 10" maximum for double-page spreads, and 7" x 10" maximum for full page ads. Bleed ads must have a minimum of .25" bleed

allowance on head, foot, and fore edge.

Minimum depth of advertisement:

One column: 1" Two columns: 1.5" Three columns: 2.5"

One-column and two-column ads more than 9" deep and three column ads more than 7" deep run as full column depth and are charged as such.

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 270 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
Seed Manitoba / Yield Manitoba, 1666 Dublin Avenue,
Winnipeg, MB R3H 0H1
Phone: (204) 944-5765 **Fax:** (204) 944-5562
FTP: http://vip.fbcpublishing.com
User: VIP Password: fbcpass

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.

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.

Dollar Volume Discount:

Dollar Volume Discount does not apply to advertising in Seed Manitoba or Yield Manitoba.

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 that 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, earlugs, banner wraps, outside back pages, etc.

Supplied inserts:

Rate, issue availability, production requirements, closing dates, and other detailed information available on request. Geographic breakouts are available for preprinted inserts. Inserts may run geographically, 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.

Polybagging:

Publication can be polybagged to include advertiser's material. Specifications and rates provided on request.

Special Services:

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

2011/2012

Publication Schedule

Seed Manitoba – 18,000 copies including 12,000 addressed copies delivered through Manitoba Co-operator

Issue Date: December 8, 2011

Deadline: October 20, 2011

Yield Manitoba – 18,000 copies including 12,000 addressed copies delivered through Manitoba Co-operator

Issue Date: February 16, 2012

Deadline: January 20, 2012

Contact Information

National Advertising Consultant:
James Shaw – JSA Communications
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jamesshaw@rogers.com

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