

### ALBERTA'S WHEAT AND BARLEY INFORMATION SOURCE

*GrainsWest* is the official magazine of Alberta Barley and the Alberta Wheat Commission. Distributed four times per year to our members—Alberta's barley and wheat producers—*GrainsWest* is the go-to-source for the latest in research and innovation. Our publication is trusted by our farmer members, researchers, government partners, agrolgists and community leaders throughout Alberta—one of Canada's largest grain producing provinces.

Armed with the mandate of connecting farmers, food and ideas, *GrainsWest* gives in-depth perspective on some of the most important topics in agriculture. These include on-farm practices, policy issues, grain science news and columns on everything from market outlooks to going high-tech in the field.

We invite you to partner with *GrainsWest* as we share Alberta's agriculture story.



### 4 print editions

September 2021

\*Special Edition

**Focus on Technology**

Advertising Closing Date  
July 16, 2021.

1

November 2021

**Focus on Harvest**

Advertising Closing Date  
Sept. 17, 2021.

2

JANUARY 2022

**Focus on Production**

Advertising Closing Date  
Nov. 19, 2021.

3

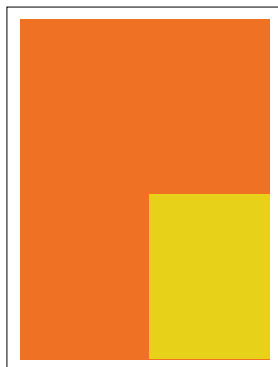
MARCH 2022

**Focus on Planting**

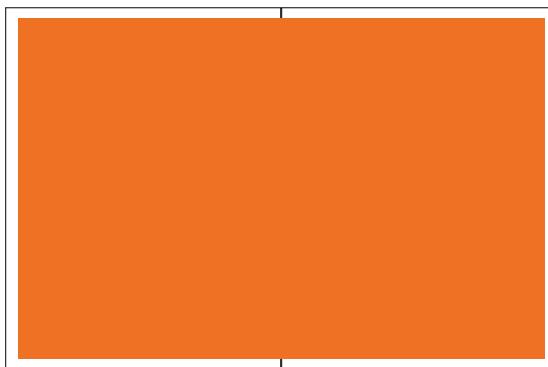
Advertising Closing Date  
Jan. 21, 2021.

4

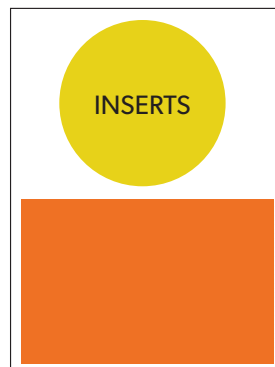
### ADVERTISING DIMENSIONS (INCHES)



- Full Page  
8.25" x 10.75"  
With bleed:  
8.5" x 11"
- 1/4 Page  
3.625" x 4.875"



- Double Page Spread  
16.5" x 10.75"  
With bleed:  
16.75" x 11"
- Please contact  
Robert Samletzki for  
details and quotes  
regarding inserts and  
custom printing.



- 1/2 Page Horiz.  
7.25" x 4.875"



- 2/3 Page Vert.  
4.775" x 9.75"

### CIRCULATION

*GrainsWest* has a total circulation of approx. 22,000 and is distributed via Canada Post.

Approximately 95 per cent of the circulation is within Alberta, with the remainder going to neighbouring provinces, select United States and overseas markets. Issue will be overprinted and distributed at events and tradeshow throughout the year.



Alberta  
Barley

Advertising inquiries should be forwarded to: Robert Samletzki / robert@wtrmedia.com / 403.296.1346



# RATE CARD

2021-22 Publishing Schedule

## PRINT ADVERTISING RATES

UNIT	x1	x2	x3	x4
Back Cover	\$4,750	\$4,500	\$4,350	\$4,000
Inside Back Cover	\$4,400	\$4,300	\$4,100	\$3,800
Inside Front Cover	\$4,400	\$4,300	\$4,100	\$3,800
Double Page Spread	\$7,800	\$7,550	\$7,250	\$7,000
Full Page	\$3,950	\$3,750	\$3,550	\$3,300
1/2 Page Horizontal	\$2,400	\$2,300	\$2,200	\$2,000
2/3 Page	\$2,950	\$2,800	\$2,600	\$2,400
1/4 Page	\$1,400	\$1,350	\$1,300	\$1,150

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

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

## WEB ADVERTISING RATES

728 x 90 px

300 x 250 px

**TWO SIZES AVAILABLE**

**ACCEPTED FILE FORMATS**

.JPG or .PNG or .SWF  
File size: Under 40KB

Metrics for grainswest.com are available upon request.  
Five-day lead time is required on all digital advertisements.

**HORIZONTAL LEADERBOARD BANNER (728 x 90 px)**

\$1,200/year or \$120/month \*3 month minimum purchase

**BOX BANNER (300 x 250 px)**

\$900/year or \$90/month \*3 month minimum purchase

## The GrainsWest Podcast



**Podcast sponsorship is now available!**

**\$500/episode**

Each episode, sponsors will receive a 2-3 minute advertising spot. Our host will interview a key member of your organization and ask 2-3 engaging questions about your event, new product or business services.

Spring and fall episodes are currently scheduled for upcoming recording.

## PRINT ARTWORK REQUIREMENTS

Ads may be emailed to our production team.

**SIZE:** All advertising must be supplied at 100 per cent of the allotted size. If material is not supplied at the exact ad size, we reserve the right to float other material into any remaining space or scale the ad to fit. *GrainsWest* is not responsible for any loss of quality as a result of scaling.

**FORMAT:** Electronic files should arrive in press-ready Acrobat PDF format. When saving the file in PDF format, please embed all fonts. Our graphics programs are Illustrator, Photoshop and InDesign.

**RESOLUTION:** 300 dpi at 100 per cent. **COLOUR:** All ads are 4 colour process (CMYK); blacks must be 100 per cent black only. RGB images are not acceptable. *GrainsWest* is printed in full colour; however, we will accept greyscale ads.

**PLEASE NOTE:** We do not accept ads in Microsoft Word or Publisher format. All files will be reviewed to ensure they meet pre-press standards. Clients will be contacted regarding any modifications required.

## PRINT ADVERTISING SUBMISSION AND DEADLINES

Prepared advertisements are to be digitally submitted as per the publishing schedule. File format should be high resolution PDF for ads; EPS formatting is suitable for logos and other graphics. Ads may be uploaded to our FTP site or provided by email.

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**Alberta Barley**

Advertising inquiries should be forwarded to: Robert Samletski / robert@wtrmedia.com / 403.296.1346



GrainsWest is the go-to source for western Canadian grain farmers looking for a fresh perspective on farm life in Canada. Make us your trusted source for reaching your target audience. From both regional and global perspectives, GrainsWest, produces long-form and news pieces about the Canada's position in the global marketplace. We are storytellers, reporters, communicators and artists. The award winning GrainsWest magazine is a joint partnership between Alberta Barley and the Alberta Wheat Commission, backed by the support of Alberta's grain farmers.

## WE ARE NOT YOUR GRANDFATHER'S FARM MAGAZINE

### QUICK HITS

- Qualified mailing list of 20,000 Alberta Producers
- Direct mailbox access to specific producers, purchasers and farm managers
- Industry-specific publishing schedule that coincides with Alberta's growing season
- The resources and contacts of Alberta Barley and the Alberta Wheat Commission at our disposal
- Access to industry specific, farmer attended events such as: FarmTech, Agri Trade and crop specific regional commission meetings

### OUR FARMERS...

- Are early adopters of new technologies
- Are business and market savvy
- Are relationship builders
- Are stewards of the land
- Have strong connections to their roots. They value time spent with friends and family.
- Will spend on quality, but are generally not frivolous with their money.
- Are not digital natives like their children's generation. They value hard copies of reading material. However, digital media is becoming more prevalent in their day-to-day lives.
- Prefer to be presented with facts and details allowing them to come to their own conclusions.

### ADVERTISE WITH US

Target readers of Western Canada's premier grains focused magazine and its companion website grainswest.com.

### MAIL WITH US

Package your promotional materials alongside GrainsWest using our verified and industry administered mailing list.

### GRAINSWEST IS SERIOUS BUSINESS

Leading agriculture companies such as Bayer CropScience, DOW, Syngenta, Nufarm, SeCan, FCC, Viterro and Crop Production Services all use space in GrainsWest to grow their business and strengthen their connection to producers.

### OUR VISION

Every issue we include a compelling cover story, an insert highlighting valuable commission communications, technical features, news stories and the latest in fields of science and technology as well as markets, agronomy and farm business management.

OUR  
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PURCHASING  
DECISIONS

