



# THE PRAIRIE AG CATALOGUE

NORTH AMERICA'S AGRICULTURAL CATALOGUE & WEB SOURCE

## 2024 RATE CARD DISTRIBUTION & CIRCULATION

### DISTRIBUTION

#### Canadian Edition Circulation

The Prairie Ag Catalogue will be distributed in the west with Ag Dealer in mid-January. The Ontario distribution through Ag Dealer will be in early February.

### CIRCULATION

Canadian - Western Circulation	<b>87,420</b>
Canadian - Eastern Circulation	<b>10,000</b>
U. S. Circulation	<b>40,518</b>

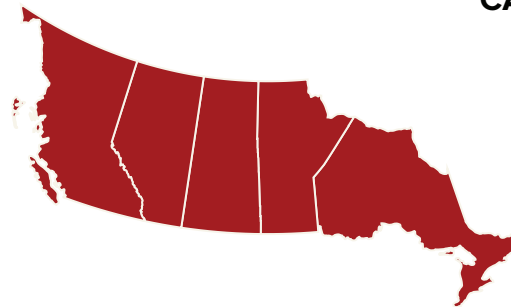
#### Total North American Circulation: 137,937

U.S. farm mailings are addressed to rural farm households with a gross farm income of:

**\$650,000+** in these states: Colorado, Idaho, Minnesota, Montana, Nebraska, North Dakota, South Dakota, Washington, Wyoming.

**\$2,000,000+** or more in all states listed above plus the other 42 mainland states.

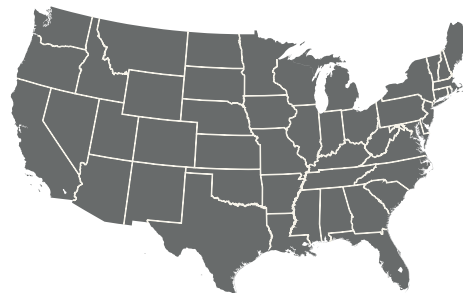
View our complete catalogue online at [www.prairieag.com](http://www.prairieag.com)



#### CANADIAN CIRCULATION

# 97,420

Farms, Ranches  
& Agribusiness



#### UNITED STATES CIRCULATION

# 40,518

Farms, Ranches  
& Agribusiness

# BOOK NOW!

Space & Copy Deadline: **December 1, 2023**

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**NORTH AMERICAN MANUFACTURER'S CATALOGUE**  
(Colour Only)

Available to manufacturers and distributors of products targeted to farms and ranches. By purchasing multiple spaces you can feature several products in the same ad. Distributed free of charge to Western Canada and Ontario, plus an additional 40,518 to selected farms and ranches in the United States.

Advertisers are reminded that one large photo is preferable to several small ones that are difficult to distinguish. Printed at 300 DPI on gloss, heatset web. No bleeds available. Splits available on request.

<b>Full Page</b>	<b>6.75" x 9.75"</b>	<b>\$5,300</b>
Includes \$1,200 credit in Canadian directory listings pages.		
<b>3/4 Page</b>	<b>6.75" x 7"</b>	<b>\$3,990</b>
Includes \$700 credit in Canadian directory listings pages.		
<b>1/2 Page</b>	<b>6.75" x 4.625"</b>	<b>\$2,730</b>
Includes \$500 credit in Canadian directory listings pages.		
<b>1/4 Page</b>	<b>6.75"W x 2.3125"H</b> horizontal <b>3.25"W x 4.625"H</b> vertical	<b>\$1,450</b>
Includes \$300 print credit in Canadian directory listings pages.		

*NEW!! Credits can be used for the print directory or the online business listing.*

**SPECIAL POSITIONS**

Involving space near indexes, first and last pages, etc. are available at a 20% premium over regular ad rates. Available on a first come, first serve basis.

**SPECIAL POSITION RATES**

**8"x 10.625"** - 300 DPI - four color process included

<b>Outside Back</b>	<b>\$16,500</b>
<b>Inside Back</b>	<b>\$15,500</b>
<b>Inside Front</b>	<b>\$15,500</b>

**SUBMITTING AD MATERIALS:**

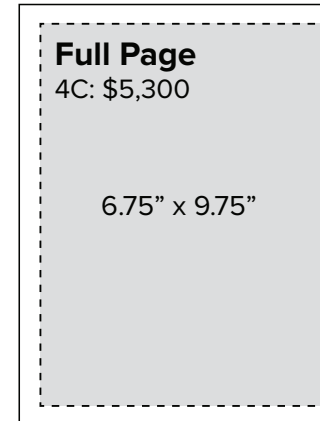
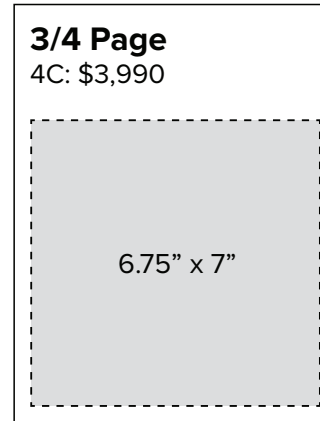
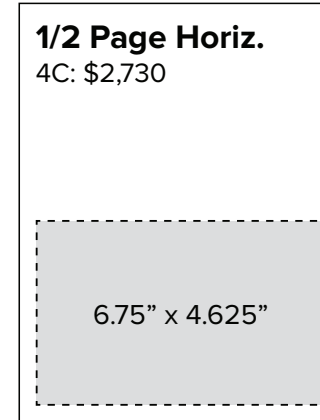
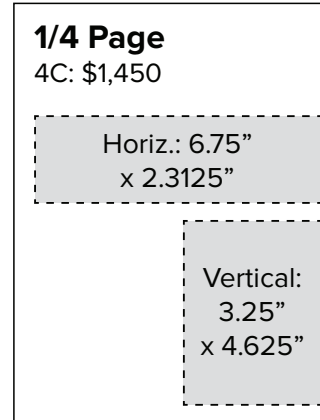
**Glacier FarmMedia**

1666 Dublin Ave. Winnipeg, MB R3H 0H1

Tel: 204-944-5758 Fax: 204-253-0879

Email ad material: tprince@farmmedia.com

**AD SIZES AND RATES**



**Publication Trim Size:** 8.125" x 10.75"

**Publication Bleed Size:** 8.625 x 11.25 (Includes .25" bleed)  
Keep critical info .5" from bleed edge.

**CONTACT YOUR  
SALES REPRESENTATIVE  
TODAY!**

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## CANADIAN DIRECTORY LISTING & DISPLAY ADVERTISEMENTS

Printed on newsprint

<b>Bold Listing</b>	<b>\$100</b>
<b>Super Bold Color</b>	<b>\$300</b>
Includes a box, your company name, address & phone number plus 2 lines of copy at 40 characters per line.	
<b>Quarter Column (QC)</b> 2.125" x 2.3125"	<b>\$400</b>
<b>Double Quarter Column (DQC)</b> 4.4375" x 2.3125" horizontal 2.125" x 4.625" vertical	<b>\$520</b>
<b>Double Half Column (DHC)</b> 4.4375" x 4.625"	<b>\$1,440</b>
<b>Half Page (HP)</b> 6.75" x 4.625" horizontal only	<b>\$2,350</b>

## AD SPECIFICATIONS

Electronic files must arrive in press-ready (high res X1A file) Acrobat PDF format (8.0 compatible). When saving a file in PDF format ensure all fonts are embedded and limit photo resolution to 300 dpi. Colour ads must be CMYK, RGB images are not acceptable. Files must be sent electronically by e-mail to [ads@fbcpublishing.com](mailto:ads@fbcpublishing.com) OR uploaded by ftp to [vip.fbcpublishing.com](ftp://vip.fbcpublishing.com).

## DIGITAL BUSINESS LISTING

With your purchase of any size ad package, your company's contact information and website will be automatically included in the searchable **Online Business Profile directory** - <https://www.prairieag.com/directory>. Please complete a basic listing form and speak to your sales representative to hear more about our **Enhanced and Feature listing**.

## 2023 PAC Digital Business Listings

Listing Package	Included with the purchase of a print ad in the 2024 Prairie Ag Catalogue or \$228/year	\$29/month Less than a \$1/day	\$59/month Less than \$2/day
<p>► <b>BASIC BUSINESS</b> Includes: company name, address, map location, phone number, email and website</p>	✓	✓	✓
<p>► <b>ENHANCED BUSINESS</b> Includes: company branding, about/bio, social media links, photos &amp; email Google searchable, lead capture</p>		<p>✓ Includes Initial Social Media Post</p>	✓
<p>► <b>ENHANCED BUSINESS + FEATURED (SPOTLIGHT) BUSINESS</b> Increase listing exposure and views, company branding, about/bio in category. Limited inventory</p>			<p>✓ Includes Initial Social Media Boost</p>

Credits from your print purchase in the upcoming 2024 can be applied.

The image shows a sample page from the Prairie Ag Catalogue. It features several advertisements for agricultural equipment and services. Key ads include:
 

- 1-888-PROMOLD**: Water systems for all seasons and herd sizes, promoted by promoldmarketing.com.
- Johnson Mfg., Inc.**: Offering material handling solutions with a phone number 1-800-874-5600.
- VersaFrame**: Providing metal fabrication and maintenance services.
- Bunning**: Selling manure handling equipment, with contact info for sales@alphaequipment.com.
- Atlas Industrial LED**: Offering stainless steel air seeder replacement parts.

The image shows another sample page from the Prairie Ag Catalogue, primarily featuring Kello-Bilt products. Key ads include:
 

- KELLO-BILT INDUSTRIES**: Promoting heavy-duty equipment with a 5-year warranty and performance guarantee. Contact: 1-877-613-9500.
- Tires & Accessories**: Listing various tire brands like BKT, BKT, and BKT.
- GRATON COILERS**: Offering solutions for hay and silage.
- OK TIRE STORES INC.**: Selling a variety of tires.
- THE TIRE GRABBER LTD.**: Providing tire services.

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