



— THE PRAIRIE — AG CATALOGUE

NORTH AMERICA'S AGRICULTURAL CATALOGUE & WEB SOURCE

**2025
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	81,750
Canadian - Eastern Circulation	10,000
U. S. Circulation	30,984

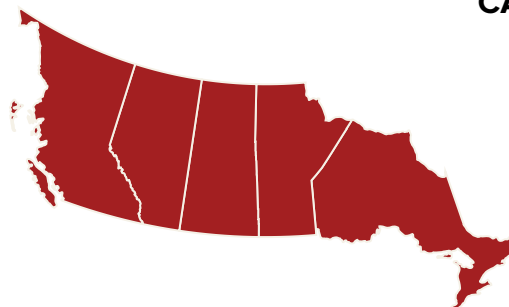
Total North American Circulation: 122,734

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.

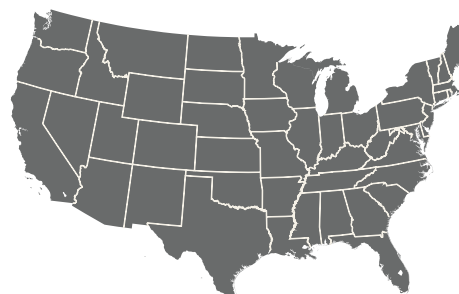
View our complete catalogue online at **www.prairieag.com**



CANADIAN CIRCULATION

91,750

**Farms, Ranches
& Agribusiness**



**UNITED STATES
CIRCULATION**

30,984

**Farms, Ranches
& Agribusiness**

BOOK NOW!

Space & Copy Deadline: **December 2, 2024**

View our **COMPLETE CATALOGUE** online at **www.prairieag.com**

— THE PRAIRIE —
AG CATALOGUE

THE PRAIRIE AG CATALOGUE 2025 RATE CARD

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 30,984 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.

Full Page	6.75" x 9.75"	\$5,406
Includes \$1,200 credit in Canadian directory listings pages.		
3/4 Page	6.75" x 7"	\$4,070
Includes \$700 credit in Canadian directory listings pages.		
1/2 Page	6.75" x 4.625"	\$2,785
Includes \$500 credit in Canadian directory listings pages.		
1/4 Page	6.75"W x 2.3125"H horizontal 3.25"W x 4.625"H vertical	\$1,479
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

Outside Back	\$16,630
Inside Back	\$15,630
Inside Front	\$15,630

**CONTACT YOUR
GLACIER FARMMEDIA SALES
REPRESENTATIVE TODAY!**

AD SIZES AND RATES

1/4 Page 4C: \$1,479 <div> <div>Horiz.: 6.75" x 2.3125"</div> <div>Vertical: 3.25" x 4.625"</div> </div>	1/2 Page Horiz. 4C: \$2,785 <div>6.75" x 4.625"</div>
3/4 Page 4C: \$4,070 <div>6.75" x 7"</div>	Full Page 4C: \$5,406 <div>6.75" x 9.75"</div>

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.

SUBMITTING AD MATERIAL:

Glacier FarmMedia

Email ad material: tprince@farmmedia.com

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CANADIAN DIRECTORY LISTING & DISPLAY ADVERTISEMENTS

Printed on newsprint

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

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 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**.

2025 PAC Digital Business Listings

Listing Package	Included with the purchase of a print ad in the 2025 Prairie Ag Catalogue or \$228/year	\$29/month Less than a \$1/day	\$59/month Less than \$2/day
► BASIC BUSINESS Includes: company name, address, map location, phone number, email and website	✓	✓	✓
► ENHANCED BUSINESS Includes: company branding, about/bio, social media links, photos & email Google searchable, lead capture		✓ Includes Initial Social Media Post	✓
► ENHANCED BUSINESS + FEATURED (SPOTLIGHT) BUSINESS Increase listing exposure and views, company branding, about/bio in category. Limited inventory			✓ Includes Initial Social Media Boost

Credits from your print investment can be applied to your digital listing package in 2025

THE PRAIRIE AG CATALOGUE

1-888-PROMOLD
Hwy 2A Crossfield, AB
Water systems for all seasons and herd sizes
1-888-776-6653
promoldmarketing.com

WOOD SPLITTERS
BAUMALIGHT INC.
4070 10th St. SE, Box 100, Crossfield, AB T0C 1S0
Tel: (403) 241-1111
See our ad on page 106

MATERIAL HANDLING
MyGrade
Built rugged.
Built right.
Built to last.
Johnson Mfg., Inc.
1-800-874-5600
Call for a Dealer Near You
www.johnsonmfg.com
Dealer Inquiries Welcome
sales@johnsonmfg.com

METAL FABRICATION & MAINTENANCE
MADENA STEEL
Box 100, Crossfield, AB T0C 1S0
Tel: (403) 241-1111
See our ad on page 106

V-FRAME FRAMING
V-Frame Framing
Box 100, Crossfield, AB T0C 1S0
Tel: (403) 241-1111
See our ad on page 106

10 Locations Across Western Canada
Metal Roofing & Siding
www.vframeframing.ca
1-877-468-8300

Atlas INDUSTRIES LTD.
STAINLESS STEEL AIR SEEDER
REPLACEMENT PARTS
HARVEST, PLANT, CULTIVATE, PROTECT & MORE
www.atlasindustries.ca
1-844-1133

Bunning
Contact Alpha Equipment Ltd
for details 1-800-731-2954
sales@alphaequipment.ca
www.gtbbunning.com

THE PRAIRIE AG CATALOGUE

KELLO-BILT
Proudly Canadian quality and reliability for all your tillage needs for 50 years.
Don't settle for anything less.
Original replacement parts and service at a fair price for the entire Kello-Bilt line of equipment.

www.kello-bilt.com
info@kello-bilt.com • parts@kello-bilt.com
1-877-613-9500 • Red Deer, AB

TOOLS & ACCESSORIES
BOUNCEWORTH TILLAGE TOOLS
Box 100, Crossfield, AB T0C 1S0
Tel: (403) 241-1111
See our ad on page 106

TRACTOR PARTS & ACCESSORIES
FORK LIFT TRUCKS & EQUIPMENT
4200 10th St. SE, Box 100, Crossfield, AB T0C 1S0
Tel: (403) 241-1111
See our ad on page 106

TRACTOR EQUIPMENT & SUPPLIES
WOLVERINE INDUSTRIES
Box 100, Crossfield, AB T0C 1S0
Tel: (403) 241-1111
See our ad on page 106

KRAMBLE INDUSTRIES INC.
May your ad be the one that gets the job done.
Kramble Industries Inc. is a leading provider of equipment and services for the agricultural industry.
See our ad on page 106

TIRES
GRATON COOLERS
Box 100, Crossfield, AB T0C 1S0
Tel: (403) 241-1111
See our ad on page 106

OK TIRE STORES INC.
Box 100, Crossfield, AB T0C 1S0
Tel: (403) 241-1111
See our ad on page 106

THE TIRE GRABBER LTD.
Box 100, Crossfield, AB T0C 1S0
Tel: (403) 241-1111
See our ad on page 106

Product Warranty & Performance Guarantee
North American made products backed by a 3 Year Limited Warranty and a Performance Guarantee. To learn more call 1-800-874-5600 or visit www.kello-bilt.com

A LONG WAY TOGETHER
BKT
Wherever you are, BKT is with you. BKT provides you with the most reliable and safe, sturdy and durable, capable of combining function and robust self-compaction, comfort and high performance.
BKT always with you, to get the most out of your agricultural equipment.
www.bkt.com

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