2016/17 Rate Card

8/16

Pulse Beat is the official magazine of Manitoba Pulse & Soybean Growers (MPSG) – a not-for-profit organization that represents farmers who grow soybean and pulse crops in Manitoba.

Featuring the latest advancements in research and market development, production, MPSG supported variety trials, market trends and other important issues, ***Pulse Beat* is where Manitoba's soybean and pulse industry stays connected.**

Published by MPSG every March, June and December, *Pulse Beat* circulation has surpassed 3,900 and continues to grow with the industry.

MANITOBA Pulse Soybean GROWERS

OUR VISION

Profitable farms sustainably producing quality pulse and soybean crops.

Do you have a message for Manitoba's soybean and pulse farmers?

Spread the word in *Pulse Beat*!

Manitoba's pulse and soybean farmers look to *Pulse Beat* for current industry information.

About our Editorial

Each issue includes time-sensitive news reports from organization partners, reports pertaining to ongoing MPSG business operation, promotion and committee representation, special event announcements, current market trends, topics affecting crop production, technology and research.

In addition to time-sensitive reports, *as it's happening* news is also featured. We want to be sure our readers receive the most up-to-date information!

The **fall/winter issue** – December – focuses on research and includes the season's Pulse Variety Trial Evaluation supplement, which is a guide that assists growers with their decision-making for the next growing season.

The **spring issue** – March – continues with a focus on research and often includes industry opinion generated by discussions and observations from the January/February trade shows and annual meeting time frame.

The **summer edition** – June – carries on with *news as it happens* and wraps things up for the growing season.

imprint Media Services Inc.

For all inquiries please contact

Shannon Beddome-Lorenz

p 204.669.8107 f 204.669.6050 imprint@shaw.ca

70 Highfield Place, East St. Paul, MB R2E 0G3

Advertising Rates

2016/17 Rates*

COLOUR	1X	3X†
COVER – Outside Back	$1,470.00	$1,325.00
COVER – Inside	$1,395.00	$1,255.00
Double Page Spread	$2,595.00	$2,335.00
Full Page	$1,260.00	$1,135.00
2/3 Page Vertical	$1,020.00	$ 918.00
1/2 Page Vertical	$ 820.00	$ 740.00
1/2 Page Horizontal	$ 685.00	$ 615.50
1/3 Page	$ 465.00	$ 420.00
1/4 Page	$ 360.00	$ 325.00
1/6 Page Vertical	$ 265.00	$ 238.50

†*Discount price per issue for booking three issues.*

Insert/outsert rates available upon request.

GENERAL POLICY

Published advertising rates are **NET rates** & subject to change without notice. Commitments that indicate insertion dates will be honoured to completion.

*Rates quoted are for space only. An additional charge will be applicable if supplied material requires alteration.

*Production costs incurred for publication-set ads will be charged to advertiser. An estimate will be provided for approval prior to commencement of work.

Advertising is non-cancellable after closing date with the exception of covers that are non-cancellable.

Ad Sizes

	WIDTH by DEPTH (inches)		
Trim Size	8 1/4	x	10 3/4
Full Page – *Bleed Size*	8 1/2	x	11
Full Page – *Safe Area*	7 1/4	x	9 3/4
Double Page Spread	16 1/2	x	10 3/4
2/3 Page Vertical	4 3/4	x	9 3/4
1/2 Page Vertical	4 3/4	x	7 1/2
1/2 Page Horizontal	7 1/4	x	4 5/8
1/3 Page	4 3/4	x	4 5/8
1/4 Page Vertical	3 1/2	x	4 5/8
1/4 Page Horizontal	7 1/4	x	2 1/4
1/6 Page Vertical	2 1/4	x	4 5/8

DIGITAL ART REQUIREMENTS

Please provide press-quality PDF files with all images as well as spot colours converted to CMYK, image resolution set to 300 dpi and fonts embedded.

Software – Macintosh Platform – Adobe InDesign CC

Ads created in Microsoft Word format cannot be accepted.

If alternate file format must be supplied please contact account representative to ensure compatability.

The publisher will assume no liability for files not built to publication specifications.

Advertising Closing Dates

Issue	Closing Date	Material Deadline	Distribution Date
Fall/Winter 2016	October 21, 2016	October 28, 2016	December 2, 2016
Spring 2017	January 27, 2017	February 3, 2017	March 6, 2017
Summer 2017	April 28, 2017	May 5, 2017	May 31, 2017

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