

## Do you have a message for Manitoba's pulse crop market?

### Spread the word in *Pulse Beat*!

*Pulse Beat* is the official journal of and published by the Manitoba Pulse Growers Association Inc. — a producer organization funded by sales of pulse crops grown in the province of Manitoba.

Featuring the latest advancements in research, MPGA supported variety trials, market trends and other issues that matter to the industry, *Pulse Beat* is where Manitoba's special crops industry stays connected.

Published three times annually, in March, June and December, circulation is approximately 3,000 with 92% of the readership being Manitoba's pulse producers.



### OUR VISION

Vibrant profitable farms sustainably producing a variety of quality pulse crops to feed a healthy growing world.

## 2012 Publication Schedule

1/12

### SPRING 2012

*Distribution*  
March 5, 2012

*Advertising Closing*  
February 3

### SUMMER 2012

*Distribution*  
June 4, 2012

*Advertising Closing*  
May 4

### FALL/WINTER 2012

*Distribution*  
December 3, 2012

*Advertising Closing*  
October 19

Artwork Deadline – One week after advertising closing.

## RATES\*

	B&W	COLOUR
COVER – Outside Back		\$1,350.00
COVER – Inside		\$1,275.00
Double Page Spread		\$2,375.00
Full Page	\$ 725.00	\$1,150.00
2/3 Page Vertical	\$ 535.00	\$ 935.00
1/2 Page Island	\$ 435.00	\$ 750.00
1/2 Page Horizontal	\$ 375.00	\$ 625.00
1/3 Page	\$ 250.00	\$ 425.00
1/4 Page	\$ 185.00	\$ 325.00
1/6 Page Vertical	\$ 135.00	\$ 235.00

*Discount available for multiple insertions.*

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 (inches)		DEPTH (inches)
Full Page – <i>Image Area</i>	7 ¼	x	9 ¾
Trim Size	8 ¼	x	10 ¾
Bleed Size	8 ½	x	11
Double Page Spread	15 ½	x	9 ¾
2/3 Page Vertical	4 ¾	x	9 ¾
1/2 Page Island	4 ¾	x	7 ½
1/2 Page Horizontal	7 ¼	x	4 ⅝
1/3 Page Square	4 ¾	x	4 ⅝
1/4 Page Vertical	3 ½	x	4 ⅝
1/4 Page Horizontal	7 ¼	x	2 ¼
1/6 Page Vertical	2 ¼	x	4 ⅝

### 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 CS5  
Ads created in Microsoft Word format cannot be accepted.

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

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

• For all inquiries please contact •

**Imprint Media Services – Shannon Beddome-Lorenz**

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