MANITOBA Pulse Soybean GROWERS

pulse beat

2021/22 RATE CARD

6/21

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

Spread the word in *Pulse Beat*!

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

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

Published every March, June and December, *Pulse Beat* reaches at least 4,000 of the industry's key decision-makers.

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!

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

The **fall/winter issue** – December – focuses on research and includes the season's Pulse and Soybean Variety Guide, which 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 issue** – June – carries on with *news as it happens* and wraps things up for the growing season.

advertising rates and sizes ›

imprint Media Services Inc.

For all inquiries please contact

Shannon Beddome-Lorenz

p 204.669.8107 c 204.229.6558 imprint@shaw.ca

Advertising Rates and Sizes

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2021/22 Rates*

Colour Ad	1x Rate	3x Rate†
Outside Back Cover	$1,600	$1,440
Inside Front or Back Cover	$1,540	$1,385
Double Page Spread	$2,835	$2,550
Full Page	$1,390	$1,250
2/3 Page Vertical	$1,125	$ 1,015
1/2 Page Vertical	$ 905	$ 815
1/2 Page Horizontal	$ 755	$ 680
1/3 Page	$ 515	$ 460
1/4 Page	$ 395	$ 355
1/6 Page Vertical	$ 295	$ 265

†*Discount price per issue for booking three issues. Termination of a series booking commitment is subject to a cancellation fee.*

Insert/outsert rates available upon request.

GENERAL POLICY

Published advertising rates are NET rates and 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

Ad Space	Width by Depth
Full Page – *trim size*	8.25" x 10.75"
Full Page – *image area*	7.25" x 9.75"
Full Page – *with .125" bleed*	8.50" x 11"
Double Page Spread	16.50" x 10.75"
Double Page Spread – *with .125" bleed*	16.75" x 11"
2/3 Page Vertical	4.75" x 9.75"
1/2 Page Vertical	4.75" x 7.50"
1/2 Page Horizontal	7.25" x 4.625"
1/3 Page	4.75" x 4.625"
1/4 Page Vertical	3.50" x 4.625"
1/4 Page Horizontal	7.25" x 2.25"
1/6 Page Vertical	2.25" x 4.625"

DIGITAL ART REQUIREMENTS

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

Ads in Microsoft Word, Publisher or InDesign formats cannot be accepted.

If an 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.

Advertising Closing Dates

Issue	Closing Date	Material Deadline	Distribution Date*
Fall/Winter – **December 2021**	October 22	October 29	Week of December 1
Spring – **March 2022**	January 21	January 28	Week of March 1
Summer – **June 2022**	April 22	April 29	Week of June 1

* *schedule subject to change*

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