



Manitoba  
**Farmers' Voice**  
The official publication of the Keystone Agricultural Producers Inc.



Founded in 1984, the **Keystone Agricultural Producers Inc. (KAP)** is a provincial general policy organization, consisting of Manitoba Farmers and commodity groups, that represents and promotes the interests of agriculture and agricultural producers in Manitoba. KAP's mission is to be Manitoba's most effective, democratic policy voice, while promoting the social, economic, physical and cultural well-being of all agricultural producers.

When you advertise in **Farmers' Voice** you are supporting the Manitoba farmer. **Farmers' Voice** is a producer-owned publication. Your advertising message goes to and is read directly by the producer. If you want 11,000 producers and farm professionals in Manitoba to read about the products and services you sell, use the most effective communication vehicle in Manitoba agriculture - **Farmers' Voice** magazine.

**E-Farmers' Voice!**

Farmers' Voice is now on the web.

The entire magazine is available from [www.kap.mb.ca](http://www.kap.mb.ca)

All advertisers also have a link to their website posted on the KAP site.



For more information contact: AL WIEBE  
E-mail: [al@kelman.ca](mailto:al@kelman.ca)

Phone: 204-985-9788  
Fax: 204-985-9795

Toll Free: 866-985-9788  
Toll Free Fax: 866-985-9799



# More bang for your advertising buck!

**W**ith print and electronic communication operating hand-in-hand more than ever before, we are ecstatic to advise you that your print advertising in **Manitoba Farmers' Voice** magazine now brings with it some exciting electronic benefits as well...**at absolutely no extra cost to you.** We are now utilizing a user-friendly, interactive **Media Rich PDF** format that enables us to post an electronic version of the magazine, complete with all advertising, on the **Keystone Agricultural Producers (KAP)** web site. ([www.kap.mb.ca](http://www.kap.mb.ca))

This exciting new development provides you with:

- An electronic version of your print ad in the publication on the association web site.
- When readers/viewers click on your company listing in the magazine's advertiser index, they will immediately be linked to your ad within the publication.

- When readers/viewers click on your advertisement in the magazine, they will immediately be linked to your company web site where they can further explore your company and what it has to offer. They can also click on any email address within your ad and it automatically opens up a new mail message to that address.

With other interactive opportunities for magazine readers, the Media Rich electronic version of **Manitoba Farmers' Voice** magazine now provides readers with a state-of-the-art complement to the magazine's print version and advertisers with a more comprehensive marketing package.

And as we indicated earlier...these added electronic benefits are provided to you as part of the package when you invest in print advertising in **Manitoba Farmers' Voice** magazine. **No extra costs to you...only extra benefits.**

If you have any questions, please contact your advertising sales representative for **Manitoba Farmers' Voice** magazine – KAP's official publication reaching thousands of active farmers involved in every agricultural sector throughout the province.

# 2008 Rate Card



*Show your support for the*  
**MANITOBA FARMER**

*Market your products  
and services through the*  
**FARMERS'  
VOICE**

## 2008 PRODUCTION SCHEDULE/ ADVERTISING PLANNER:

**SPRING 2008** **Distribution: April**  
Space closing: **early March**

**SUMMER 2008** **Distribution: June**  
Space closing: **early May**

**FALL 2008** **Distribution: mid-September**  
Space closing: **mid-August**

**WINTER 2008** **Distribution: mid-December**  
Space closing: **early November**

### ADVERTISING RATES

	1x	4x
Black and White		
<b>Double page spread</b>	\$2,600	\$2,200
<b>Full page</b>	1,400	1,300
<b>2/3 page</b>	1,200	1,100
<b>1/2 island</b>	1,050	950
<b>1/2 page</b>	1,000	900
<b>1/3 page</b>	800	750
<b>1/4 page</b>	650	625
<b>1/6 page</b>	425	400
<b>2nd or 3rd covers (* 4-color)</b>	2,100	1,900
<b>4th cover - OBC (* 4-color)</b>	2,300	2,200
<b>One additional color: \$150</b>		
<b>Two additional colors: \$300</b>		
<b>Three additional colors: \$450</b> (4-color process)		
<small>RATES ARE NET OF AGENCY COMMISSION Rates quoted are for space (and colour) only. Rates do not include GST. Costs incurred for publication-produced ads or non-compatible electronic files will be charged to the advertiser.</small>		

### MECHANICAL REQUIREMENTS

		width (inches)		depth (inches)
<b>Full page</b>		7	x	9 1/2
<b>Bleed page</b>		8 1/2	x	11
<b>Trim size</b>		8 1/4	x	10 3/4
<b>Double page spread</b>		15 1/4	x	9 1/2
<b>2/3 page</b>	Horizontal	7	x	6 1/8
	Vertical	4 5/8	x	9 1/2
<b>1/2 page</b>	Island	4 5/8	x	7
	Horizontal	7	x	4 5/8
	Vertical	3 7/16	x	9 1/2
<b>1/3 page</b>	Square	4 5/8	x	4 5/8
	Vertical	2 1/8	x	9 1/2
	Banner	7	x	3 1/8
<b>1/4 page</b>	Vertical	3 3/8	x	4 5/8
	Banner	7	x	2 1/2
<b>1/6 page</b>	Horizontal	4 5/8	x	2 1/8
	Vertical	2 1/8	x	4 5/8
	Banner	7	x	1 5/8



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Dear Colleague,

As a supporter of and supplier to the agricultural industry in Manitoba, we know that you and your company have a vested interest in its well being. In my position as President of the Keystone Agricultural Producers (KAP), I can assure you that we share the desire to make our industry as strong, vibrant, and progressive as possible.

To that end, our organization's official magazine — Manitoba Farmers' Voice — plays a vital role. Four times a year, our issues-driven magazine is mailed directly to more than 11,000 active farmers involved in every agricultural sector throughout the province, including:

- Grains
- Oilseeds
- Special crops
- Hog
- Cattle
- Dairy
- Poultry

By providing timely and relevant news dealing with important issues and helping members become better prepared for meeting the numerous challenges they face, Manitoba Farmers' Voice is truly an important communications vehicle. The feedback we continually receive from our members and readers is that the magazine is extremely well received, appreciated, and highly valued.

As we strive to ensure that our magazine fulfills its important responsibilities, I ask you to take full advantage of its potential to effectively promote your company's products and services and to demonstrate your commitment to, and support of, both the industry and our organization.

If you are currently a regular advertiser in Manitoba Farmers' Voice, we thank you. If you have yet to make the most of this opportunity, we sincerely encourage you to include us in your marketing plans for the year ahead. It is definitely a win-win situation for all concerned.

Sincerely,

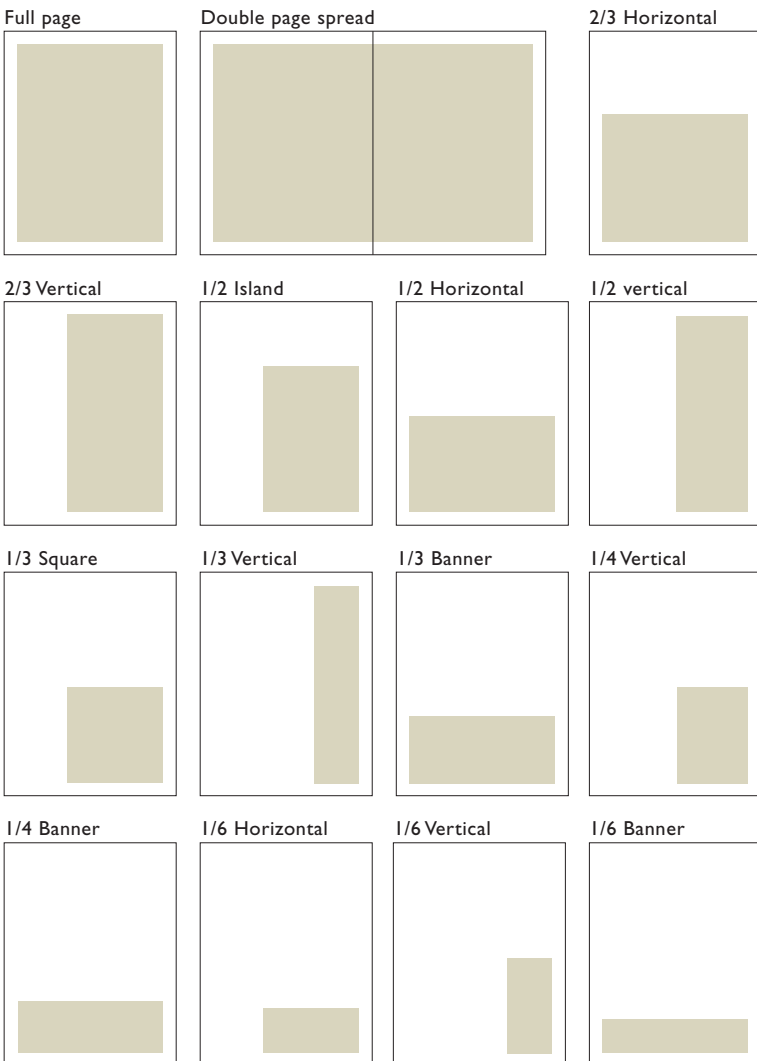
David Rolfe, President  
Keystone Agricultural Producers

# 2008 Rate Card

## AD MATERIAL SUBMISSION INFO

### AD DIMENSIONS (inches):

Size	Width	Depth	Size	Width	Depth
Full page	7	9 $\frac{1}{2}$	1/3 square	4 $\frac{5}{8}$	4 $\frac{5}{8}$
Trim	8 $\frac{1}{4}$	10 $\frac{3}{4}$	1/3 vertical	2 $\frac{1}{8}$	9 $\frac{1}{2}$
Bleed	8 $\frac{1}{2}$	11	1/3 banner	7	3 $\frac{1}{8}$
DPS	15 $\frac{1}{4}$	9 $\frac{1}{2}$	1/4 vertical	3 $\frac{3}{8}$	4 $\frac{5}{8}$
2/3 horizontal	7	6 $\frac{1}{8}$	1/4 banner	7	2 $\frac{1}{2}$
2/3 vertical	4 $\frac{5}{8}$	9 $\frac{1}{2}$	1/6 horizontal	4 $\frac{5}{8}$	2 $\frac{1}{8}$
1/2 island	4 $\frac{5}{8}$	7	1/6 vertical	2 $\frac{1}{8}$	4 $\frac{5}{8}$
1/2 horizontal	7	4 $\frac{5}{8}$	1/6 banner	7	1 $\frac{5}{8}$
1/2 vertical	3 $\frac{7}{16}$	9 $\frac{1}{2}$			



### PRODUCTION REQUIREMENTS:

- Adobe InDesign CS2
- QuarkXpress v. 6.0
- Adobe Photoshop CS2
- CorelDraw v. 8.0
- Adobe Illustrator CS2
- Macromedia Freehand v. 9.0

(earlier versions of the above programs are also acceptable.)

- We accept tifs, jpegs, eps and pdf files at a resolution of **at least 300 dpi**.
- Ads must be prepared to the correct dimensions and shape
- **ALL FONTS** used must be included
- **ALL LINKS / IMAGES** used must be included
- All pantone/spot colours **MUST** be converted to **CMYK**
- Include a hard copy (colour or black proof) or e-mail a pdf for proofing purposes.

- We can support **ZIP disks** and **CDs**
- All above requirements for sending electronic files apply to sending by e-mail
- Use **STUFFIT** or **WINZIP** to compress large files
- Attach all related files (fonts, links, graphics)
- **DO NOT** embed files in your e-mail or Word document
- Include a pdf for proofing purposes, or fax a hard copy to 866-985-9799
- Costs incurred for publication-produced ads or non-compatible electronic files will be charged to advertiser. Minimum charge \$25.00

**CRAIG KELMAN & ASSOCIATES**

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# Magazines

## SCORE HIGHER THAN TV AND INTERNET

**New cross-media** research demonstrates that magazines score significantly higher than TV and the Internet in generating advertising receptivity. Magazines also score highest in all of the other key engagement measures, and are leaders in influencing web behaviour.

In the February, 2007 Simmons Engagement Study, magazines scored higher than TV and the Internet in all six categories of reader engagement:

- **Inspirational** – Readers feel an emotional connection with the magazine, program or site
- **Trustworthy** – Readers trust it tells the truth and does not sensationalize
- **Life-Enhancing** – Readers learn something that helps them make better decisions

*“All magazines do is keep getting stronger. As content providers, they are sitting at the top of the heap.”*

- **Social Interaction** – Readers gain fodder for conversations
- **Personal Timeout** – Readers consider time reading/watching as special, quality time
- **Ad Attention/Receptivity** – Readers find the advertising interesting and relevant

Gary Garland, executive director of advertising services at Magazines Can is “not a bit surprised” by the findings. He attributes magazines’ high marks to the fact that they have a comfy, “curl-up” appeal and readers have more control over their choice to linger (or not) over a story or ad in a magazine, compared to TV

viewers who view on someone else’s schedule rather than their own.

“Magazines are becoming more relevant than ever, with advertisers shifting toward permission-based media, where the consumer is in control. With magazines and the web, you can read an ad, re-read it, save it, all those things.

“Well beyond that, though, magazines are storehouses of information and facts. People are drawn to a certain title because it delivers information of interest to them, and the mood has matched the moment. They are in there, and they are finding something of use, and that encourages them to then go somewhere else to get more information on products, services or concepts.”

Other studies show that print and the web not only coexist just fine, but are mutually beneficial. A Simultaneous Media Survey (SIMM 9) by BIGresearch and other studies by Roper Reports (2005) and the American Advertising Federation (2006) say marketers view magazines as the most effective medium in driving traffic to corporate websites, online promotions or other web-based marketing sites. The SIMM 9 (2007) study found that magazines prompted web searches more than any other marketing element, 10% more than TV and 33% more than face-to-face communication.

“I think what most magazine publishers are quickly realizing is that the web is anything but a threat,” Garland says. “It’s a huge opportunity for any content provider... and if you can then tack the web onto that, you’ve really got something.”

Having an online version is a definite advantage, he says, but print magazines continue to be more than relevant. He cites statistics from 1999 to 2005, which say magazines grew at an average annual compound rate of 7.4 percent, while all other major media combined – TV, radio, out-of-home, and newspapers – grew by 3.7%.

“All magazines do is keep getting stronger,” he says. “As content providers, they are sitting at the top of the heap.”