



Rate Card effective August 1, 2009 to July 31, 2010

Barley Country – Alberta’s barley information source

Barley Country is a 16-page tabloid newsletter distributed four times per year to our 17,000 members – Alberta’s barley producers. With a total distribution of more than 29,000, *Barley Country* is also read, trusted, and respected by farmers, agronomists, researchers, government partners, community leaders and agricultural stakeholders throughout Alberta, Canada’s most prosperous province.

Founded along with the Commission in 1991, *Barley Country* is Alberta’s information source for barley. We provide timely, trustworthy information that serves our readers in their roles as decision-makers in Alberta agriculture. Our content represents the key operational areas of the Commission: coordinating and sponsoring research, market development, technology transfer and policy development on behalf of our members. As well, *Barley Country* covers topics such as products and productivity, crop safety and consumer education, as well as sustainability, product development and promotion, and member milestones, appointments and tributes.

Circulation

Barley Country is distributed via Canada Post (publications mail agreement no. 40068933) four times a year to more than 29,000 controlled circulation subscribers; 17,000 of those subscribers are members of the Alberta Barley Commission, the only barley commission in Canada.

Approximately 95% of circulation is within Alberta, with the remainder going to neighboring provinces and states, and overseas countries. One-year subscription rates for non-members are \$15 within Canada, and \$20 outside Canada.

Production Specifications

Process: 4-colour process throughout on electrobrite paper (EB 72-52) printed in Calgary on CentralWeb web press (hot & cold)

Page size: 11” wide by 17” (no bleeds)

Image area: 10” x 15.625”

Double page spread (centre): 21” x 15.625”

Columns: 2.25” (4 columns per page, 140.625 column inches per page)

DPI: 200 to 300

Advertising Rates (in Canadian dollars)

Note: The Commission currently offers a 25% discount on advertising to licensed barley dealers. A licensed barley dealer is recognized as complying with the Province of Alberta Marketing Regulations 123/99 and 111/99.

Size	Price per ad Canadian \$ (one insertion)	Price per ad Canadian \$ (3 or more insertions)	Width (inches)	Height (inches)
Back page	4,700	4,050	10	15.625
Full page	4,050	3,550	10	15.625
Double page	6,950	5,900	21	15.625
2/3 page	3,250	2,750	10	11.625
Junior page	2,900	2,450	7.417	9
1/2 page vertical	2,600	2,200	4.833	15.625
1/2 page horizontal	2,600	2,200	10	7.5
1/3 page vertical	1,900	1,650	10	3.5
1/3 page horizontal	1,900	1,650	4.833	9
1/4 page	1,300	1,100	4.833	7.5
1/8 page	900	750	4.833	3.417
Column inch (minimum 6)	660	550	2.25	1

Advertising submissions and deadlines

Prepared advertisements are to be digitally submitted as per the following production schedule. File format should be high resolution PDF for full page ads; EPS is suitable for all other sizes. Ads may be uploaded to our FTP site or provided on CD by courier or mail. We also offer in-house design and copywriting services to advertisers; rates available upon request. Hard copy and insertion order to be mailed to:

Nikki Jeffrey
Manager, Office & Projects
Alberta Barley Commission
Suite 200, 3601A – 21st St. N.E.
Calgary, Alberta T2E 6T5
njeffrey@albertabarley.com

FTP site: <ftp://calgarycolorpress.com>
ID: alberta
Password: barley

Inserts

Inserts rate: \$2,550 for run of press. Advertiser to deliver 29,500 printed inserts 10 days prior to printing to CentralWeb (278-19th Street NE, Calgary, Alberta T2E 8P7). Size not to exceed 9" X 14". Material inserted within the publication must be imprinted: Supplement to Barley Country, month year. (For example: Supplement to Barley Country, September 2010.)

2009/2010 closing dates

Issue	Advertising Deadline	Distribution Date	Feature/Focus
September 1, 2009	August 10, 2009	August 29, 2009	Harvest, Planning & Marketing
November 1, 2009	October 10, 2009	October 29, 2009	Grain Storage & Sampling, Commission Annual Report
February 1, 2010	January 10, 2009	January 29, 2010	Seeding, Financial Planning, & Commission Annual General Meeting Highlights
April 1, 2010	March 10, 2010	March 28, 2010	Crop Planning, Production & Agronomy, World Markets

Publisher

Alberta Barley Commission
Suite 200, 3601A – 21st St. N.E.
Calgary, Alberta T2E 6T5

E-mail: barleyinfo@albertabarley.com
Web site: www.albertabarley.com
Tel (403) 291-9111
Fax (403) 291-0190

Editor

Terry Bullick
Bullick Communications Co.
2242 25A Street S.W.
Calgary, Alberta T3E 1Y9

E-mail: tbullick@telusplanet.net
Tel (403) 246-5225