

Quebec Farmers' Advocate
Vol. 35, No. 6 – June 2015

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A good year for farm debt?

Andrew McChesland
Associate Staff Reporter

According to the numbers collected at Statistics Canada, Canadian farms are doing well. "For the Good Times Report" these days. But the numbers are not all that rosy. The numbers show that the agricultural sector is still in a state of decline. The numbers show that the agricultural sector is still in a state of decline. The numbers show that the agricultural sector is still in a state of decline.

Like grazing?

We've launched a new "Pasture Manager of the Year" prize! See page 11 for details...

What's making the news?
According to Statistics Canada, agricultural producers from the Prairie provinces saw the largest gains. Alberta farm income rose up 9.1 per cent to \$12.5 billion. Saskatchewan farm income rose eight per cent to \$11.5 billion and Manitoba's total farm cash receipts rose about 20 per cent to \$1.5 billion. Quebec's total farm cash receipts rose 2.7 per cent from 2013.

Quebec has not been keeping up with the rest of the country when it comes to farm income. The province saw a drop of 2.1 per cent in 2014 overall. However, Quebec's cattle and calves market did experience a 36 per cent increase, experience over the national average of 25.5 per cent.

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QFA "Farm Food Forum" on Genomics... p. 3
QFA meets with delegation from Japan! p. 4
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Ag Safety Week is coming up p. 16
How do trees survive winter? p. 21

BSE case never entered food systems

Andrew McChesland
Associate Staff Reporter

Just when things were looking up for the cattle industry, a new case of BSE was reported in Canada. The case was reported in Canada. The case was reported in Canada. The case was reported in Canada.

QFA's Farm Food Forum

Genomics explained (and how it can work for you) See page 3 for details...

"Without a family, man, alone in the world, trembles with the cold."
— Andre Maurais

"Business as usual?"
The case comes at a bad time. Canada was only ranked 10th in the world for its ability to attract foreign investment. The case comes at a bad time. Canada was only ranked 10th in the world for its ability to attract foreign investment.

Continued on page 2

11 ISSUES PER YEAR

THE OFFICIAL NEWSPAPER OF THE QUEBEC FARMERS' ASSOCIATION

READ BY MORE THAN 4,000 READERS EACH MONTH

The most inexpensive way to reach Quebec's rich anglophone ag community

It's not an exaggeration to say that each issue of the *Quebec Farmers' Advocate* is read cover-to-cover by nearly every English-speaking farmer in the province.

The *Advocate* has a captive audience. As the only English-language farm publication in Quebec, the paper's 4,000 monthly readers rely on the *Advocate* for vital information about their industry.

The *Advocate* is a natural ambassador for any Western Canadian, European or American company looking to crack the Quebec market—our publication is the most inexpensive way to reach the province's rich ag community.

No translation is needed to place your ad, and new customers won't face any language issues—our sales staff is fluently bilingual.

The *Advocate* swept the competition at the 2012 Quebec Community Newspaper Awards, winning first, second and third-place awards in the Best Agricultural Story category.

With a readership ranging from agricultural students to practicing farmers to retired rural residents, the *Quebec Farmers' Advocate* is the only publication reaching all demographics of Quebec's Anglophone rural communities.

PUBLISHING SCHEDULE

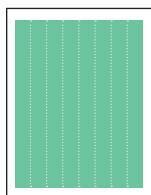
RESERVATION	MATERIAL DUE	PUBLISHED
January 10, 2017	January 16, 2017	January 26, 2017
February 7, 2017	February 13, 2017	February 23, 2017
March 14, 2017	March 20, 2017	March 30, 2017
April 11, 2017	April 17, 2017	April 27, 2017
May 9, 2017	May 15, 2017	May 25, 2017
June 13, 2017	June 19, 2017	June 29, 2017
August 15, 2017	August 21, 2017	August 31, 2017
September 12, 2017	September 18, 2017	September 28, 2017
October 10, 2017	October 16, 2017	October 26, 2017
November 14, 2017	November 20, 2017	November 30, 2017
December 5, 2017	December 11, 2017	December 21, 2017



Ad size on page 28
Rates on page 28
Technical specifications on page 31.

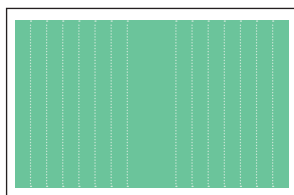
AD SIZES

PAPER SIZE: 11" X 13.5"



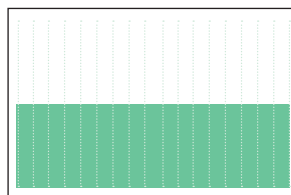
FULL PAGE

	W	H
inches	9.8"	12.5"
picas	59p	75p



DOUBLE FULL PAGE

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picas	125p	75p



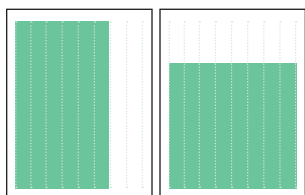
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FRONT PAGE BANNER

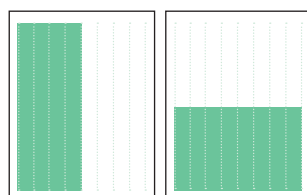
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3/4 PAGE

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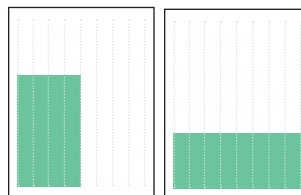
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1/2 PAGE

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picas	29p2	75p

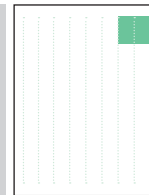
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picas	59p	37p3



1/3 PAGE

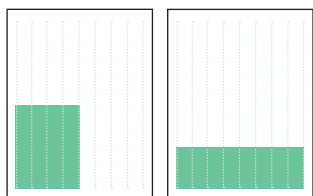
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HORIZONTAL	W	H
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picas	59p	25p



EARLUG

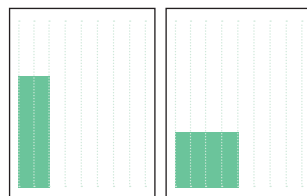
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1/4 PAGE

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picas	29p2	37p3

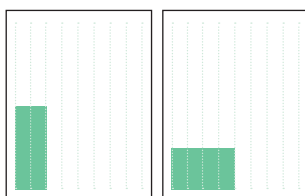
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picas	59p	18p5



1/6 PAGE

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picas	14p3	50p3

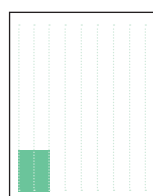
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picas	29p2	25p



1/8 PAGE

VERTICAL	W	H
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picas	14p3	37p3

HORIZONTAL	W	H
inches	4.8"	3"
picas	29p2	18p5



1/16 PAGE

	W	H
inches	2.3"	3"
picas	14p3	18p5

COLOR rates

PAGE	\$2,010
DOUBLE FULL PAGE	\$2,845
DOUBLE HALF PAGE	\$1,965
3/4 PAGE	\$1,690
1/2 PAGE	\$900
1/3 PAGE	\$750
1/4 PAGE	\$685
1/6 PAGE	\$595
1/8 PAGE	\$565
1/16 PAGE	\$510
FRONT PAGE BANNER	\$585
EARLUG	\$480

Net rates based on client-supplied material.
Taxes not included. Premium positioning available.
Black and white pricing available, contact your sales representative.

TECHNICAL SPECIFICATIONS

Newspapers

T.A.C. (Total Area Coverage)
4 colours: 240%
Dot gain: 26%
Solid black: Cyan 59% – Magenta 45% – Yellow 41% – Key 95%
Resolution: 200 dpi at 100%
Ruling: 100 lpi
Bleed: There is no bleed in our newspapers—all newspaper format dimensions are final.

Magazines

T.A.C. (Total Area Coverage)
4 colours: 300%
Dot gain: 18 to 20%
Solid black: Cyan 40% – Magenta 20% – Yellow 0% – Black 100%
Resolution: 300 dpi at 100%
Ruling: 133 lpi
Bleed: please add 1/8" (Op9) on 4 sides for images with bleeds.
A security margin 1/4" without any important text or image is required.
Cropmarks offset: 12pts.

Advertising specifications

Colour specifications

BLACK AND WHITE: please use Greyscale.

COLOUR: all advertisements must be CMYK. Lab, Duotone, Pantone or Multichannels will be converted; we will not be responsible for any resulting alteration or loss.

Black text

For best results, it is recommended that black be used for text. Note that Adobe Photoshop files are not recommended as that software may convert to four-colour-process.

Accepted electronic file formats

PDF: CMYK, accurate format, 300 dpi, no transparency, embedded fonts.

ILLUSTRATOR: CMYK, accurate format, embedded images, 300 dpi, text converted to outlines.

PHOTOSHOP: EPS, PSD and TIFF: CMYK, 300 dpi, accurate format, all art flattened.

JPEG: CMYK, 300 dpi, accurate format, all art flattened, compression quality 12 (maximum quality), standard baseline format.

INDESIGN CS6 (or earlier): all fonts, images (photos, logos, etc.) must be supplied.

FILE COMPRESSION: we accept Stuffit-compressed files (.sea, .sit, .sitx or .zip).

Fonts

Because they are more recent and multiplatform, OpenType fonts are recommended.

Regular font (minimum) :
Without serif 7 pts With 12 pts

Reverse font (minimum) :
Without serif 10 pts reverse 1 color
Without serif 12 pt reverse 4 colors
With serif 14 pts reverse 1 color

With serif to be verified depending of the font if 4 colors reverse

Impression of the typos smaller than what is mentionned above is not guaranty.

Unacceptable file formats

CorelDraw, Paint, Excel, Word, PowerPoint, Publisher, AutoCad, FrameMaker and other non-standard electronic publishing software files will not be accepted.

Low-resolution GIF and JPEG downloads are not recommended. If such are the only files available, we will not be responsible for print quality.

Compressed PC files (.exe, .rar, etc.) will not be accepted.

Submitting materials

Email: pub@laterre.ca

Important: please compress files to less than 7 Mb.

La Terre de chez nous
Service de la publicité
555 Roland-Therrien Blvd., Suite 100
Longueuil (Québec) J4H 4Y9

Our offices are open from 8:30 a.m. to 4:30 p.m. Eastern

FTP site: please contact your sales technicians if you wish to set up an FTP directory for file transfers.

Please confirm any FTP transfers with your representative, including file name, and provide a low-resolution PDF for verification. File names should include publication title, client name and publication date

(e.g.: TCN_CLIENTNAME_YEAR-MM-DD.pdf)

Profiles: plug-ins for ICC and PDF are available, contact your sales technicians.

TERMS AND CONDITIONS

- 】 Rates and specifications are subject to change without notice.
- 】 Orders will be billed at the rates and discounts applicable at the time of the agreement. However, rates may be negotiated for a maximum 12-month period, in which case the rates must be confirmed in a signed agreement or contract.
- 】 If the Advertiser does not purchase the agreed-upon number of publication over the course of the 12-month period beginning from the first publication date, the Advertiser shall be charged the amount discounted. (Short Billing)
- 】 Any contract, insert or advertisement order is subject to editorial approval.
- 】 Standing preferential positioning: position priority in 2017 will be given to Advertisers who purchased premium positions in 2016. To take advantage of preferential positioning, returning Advertisers must confirm their reservations 12 weeks prior to the booking deadline as per the publication schedules of *La Terre de chez nous* and its publications. In the event of non-compliance with these Terms and Conditions, the Advertiser shall be charged the positioning rates as per the 2017 Media Guide of *La Terre de chez nous* and its publications.
- 】 Preferential positioning sales: Preferential position purchased in 2017 cannot be cancelled less than 72 hours prior to publication. In the event of non-compliance with these Terms and Conditions, the Advertiser shall be charged the positioning rates as negotiated.
- 】 Cancellations after a booking deadline shall be charged at 50% of the gross cost of the advertisement.
- 】 All booking reservations must be approved by the sales representative of the publications, prior to publication.
- 】 The Publisher shall not be bound by any contract, order or insert order in non-compliance with the Terms and Conditions of this Media Guide.
- 】 Contracts, orders or insert orders issued with incorrect rates shall be considered erroneous and charged at the rates applicable at the time of the agreement.
- 】 The Publisher reserves the right to refuse publication of any advertisement that appears fraudulent or misleading.
- 】 The Director reserves the right to refuse publication of any advertisement at any time.
- 】 No refunds will be granted for errors, omissions or incomplete information submitted by the Advertiser and/or advertising agency.
- 】 Advertisers and/or advertising agencies shall be held responsible for the contents of their advertisements, including text, representations, and images. Advertisers and/or advertising agencies shall assume the entire liability for any claims against the Publisher. Any modifications made after submission may result in additional fees.
- 】 Advertisers and/or advertising agencies shall be responsible for timely payment. *La Terre de chez nous* and its publications shall not exempt any Advertiser and/or advertising agency from liability.
- 】 Advertising materials (photos, CDs, etc.) shall not be returned.
- 】 Graphic design services shall be offered free of charge and applied to space rental rates. Advertisers shall be allowed one concept modification or one correction, after which additional fees may apply.

YOUR SALES REPRESENTATIVE

Contact our media placement specialists to plan your publicity campaign

1 877 237-9826

Daniel Lamoureux

ext. 7275

ads@laterre.ca