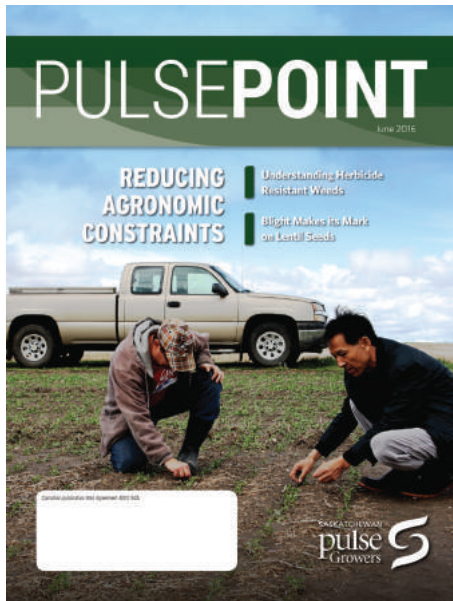


PULSEPOINT

2016/17 Rate Card

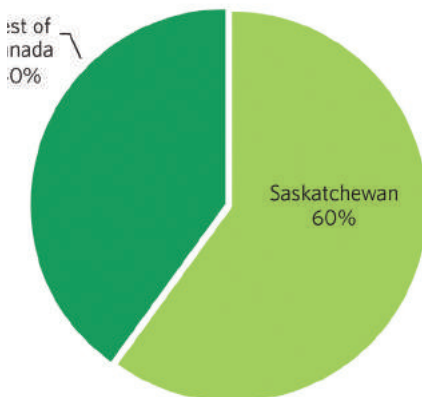


REACH 15,000 PROGRESSIVE PULSE PRODUCERS

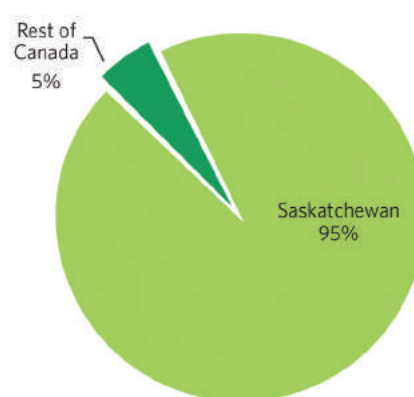
Canada has developed a multi-billion dollar pulse and special crops industry. Canadian production of the eight major pulse and special crops (pea, lentil, bean, and chickpea) increased from about 1,000,000 tonnes in the early 1990s to 5.7 million tonnes in 2014.

Saskatchewan is at the heart of the Canadian pulse industry. With approximately 15,000 pulse growers and 95 special crop processors in Saskatchewan, the sector plays a significant role in the overall fortunes of the province's agricultural industry. In 2014, Saskatchewan's farmers grew 96 per cent of Canada's lentil crop, 99 per cent of its chickpea crop, and 64 per cent of its dry pea crop.

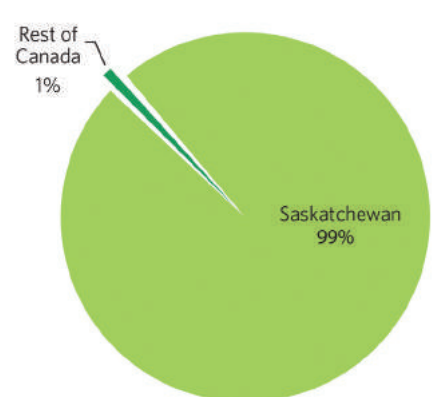
Saskatchewan's Share of Canadian Pea Production



Saskatchewan's Share of Canadian Lentil Production



Saskatchewan's Share of Chickpea Production



In a 2013 Membership Survey SPG learned that growers were satisfied with the communications vehicles that SPG used to help fill their information needs. Of those communications, **PulsePoint** magazine was the most highly rated, with 94% of growers surveyed indicating satisfaction.

PulsePoint magazine is a quarterly, full colour, glossy magazine that is mailed to pulse producers (growers) in Saskatchewan. It is the preferred communications vehicle with pulse growers and is also a popular publication in the agriculture industry.

Advertising inquires may be directed to:

Dennis Dowd at Blairmore Media | 1.866.399.4888 | dennis@blairmoremedia.com



Advertising Rates

2015/16 Rates

Colour	1x	4x*
Full Page	4680	4493
2/3 Page Horizontal	3463	3324
1/2 Page Horizontal	2675	2568
1/2 Page Vertical	2675	2568
1/3 Page Horizontal	1987	1908
1/4 Page Horizontal	1401	1345
1/4 Page Square	1401	1345
1/6 Page Square	921	884
Inside Front Cover	5679	5452
Inside Back Cover	5679	5452
Outside Back Cover	6956	6678
Double Page Spread	8998	8638

* Discount price per issue for booking 4 issues

AD Sizes

	Width By Height
Trim Size	8 1/8" x 10 3/4"
Double Page Spread	15 3/8" x 9 7/8"
Double Page Spread (Full Bleed)	16 1/2" x 11"
Full Page	7 1/8" x 9 7/8"
Full Page (Full Bleed)	8 3/8" x 11"
2/3 Page Horizontal	7 1/8" x 6 1/2"
1/2 Page Horizontal	7 1/8" x 4 3/4"
1/2 Page Vertical	3 1/2" x 9 7/8"
1/3 Page Horizontal	7 1/8" x 3 1/4"
1/4 Page Horizontal	7 1/8" x 2 3/8"
1/4 Page Square	3 1/2" x 4 3/4"

Agency commission: 15% discount

Inserts & Speciality Marketing Options

PulsePoint magazine offers a wide variety of specialty marketing options to advertisers. We will include your brochures, inserts, mailers, flyers and advertiser publications as part of the PulsePoint package. We also offer multiple flap covers, stitch-in inserts, return mailers and much more. If you have a unique marketing idea you'd like to use with PulsePoint to reach 15,000 Saskatchewan pulse producers, give us a try. Contact us for prices and additional information. (dennis@blairmoremedia.com)

Advertising Closing Dates

Issue	Closing Date	Publishing Date
October 2016.....	September 10	October 5
December 2016	November 1.....	December 1
March 2017	February 21	March 23
June 2017	May 9	June 7

Advertising placements in PulsePoint Magazine are now being sold on a limited basis. Advertisers that purchase placements in all four issues will be given priority. Avoid disappointment and book your advertising space today.



701-45th Street East | Saskatoon, Sk S7K 0W4 | p 306.373.6730 | toll free 1.866.399.4888 | f 306.652.8061

blairmoremedia.com