

# PULSE•POINT

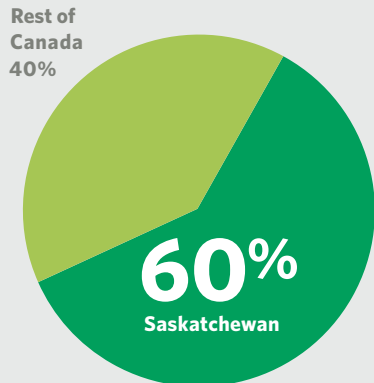


## Reach 15,000 Progressive Pulse Producers

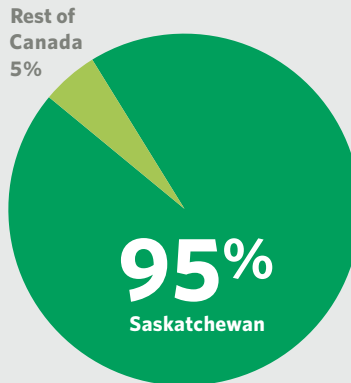
Canada has developed a multi-billion dollar pulse and special crops industry. Canadian production of the eight major pulse and special crops (pea, lentil, bean, and chickpea) increased from about 1,000,000 tonnes in the early 1990s to 5.7 million tonnes in 2014.

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.

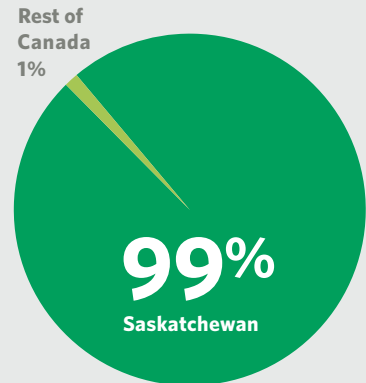
### Saskatchewan's Share of Canadian Pea Production



### 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 per cent of growers surveyed indicating satisfaction.

PulsePoint magazine is a triannual, 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:

Robert Zyluk | Cell 204.770.7607 | Direct 204.255.3409 | Email [pulsepoint@mymts.net](mailto:pulsepoint@mymts.net)

## Advertising Rates and Sizes

### 2017/18 Ad Rates

Colour Ad	1x Rate	3x Rate*
Full Page	\$4,680	\$4,493
2/3 Page Horizontal	\$3,463	\$3,324
1/2 Page Horizontal	\$2,675	\$2,568
1/2 Page Vertical	\$2,675	\$2,568
1/3 Page Horizontal	\$1,987	\$1,908
1/4 Page Horizontal	\$1,401	\$1,345
1/4 Page Square	\$1,401	\$1,345
1/6 Page Square	\$921	\$884
Inside Front Cover	\$5,679	\$5,452
Inside Back Cover	\$5,679	\$5,452
Outside Back Cover	\$6,956	\$6,678
Double Page Spread	\$8,998	\$8,638

\* Discount price per issue for booking 3 issues

### Ad Sizes

Ad Type	Width x Height
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"
Page Trim Size	8 1/8" x 10 3/4"
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"

#### Accepted File Formats:

- High-resolution PDF or TIFF
- We will also accept PSD, INDD or EPS files as long as all images and fonts are properly linked and packaged with the file.

## Inserts and 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: [pulsepoint@mymts.net](mailto:pulsepoint@mymts.net).

## Advertising Closing Dates

Issue	Booking Deadline	Material Deadline	Publishing Date
October 2017	August 31	September 5	Week of October 2
January 2018	November 10	December 1	Week of January 8
April 2018	February 5	March 1	Week of April 9

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

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