

Effective January 1st, 2012

GENERAL		frequency discounts			
Four Colours		1X	3X	6X	9X
	1 page	4100	4000	3900	3800
	2/3 page	3600	3500	3400	3300
	1/2 page	3100	3000	2900	2800
	1/3 page	2580	2480	2380	2280
Black and White					
	1 page	3380	3280	3180	3080
	2/3 page	2740	2640	2540	2440
	1/2 page	2300	2200	2100	2000
	1/3 page	1780	1680	1580	1480
Covers					
	2 et 3	4420	4320	4220	4120
	4	4720	4620	4520	4420

DAIRY, BEEF AND CROP PRODUCTION		frequency discounts			
Four Colours		1X	3X	6X	9X
	1 page	3820	3720	3620	3520
	2/3 page	3320	3220	3120	3020
	1/2 page	2720	2620	2520	2420
	1/3 page	2180	2140	2100	2040
Black and White					
	1 page	3180	3080	2980	2880
	2/3 page	2500	2400	2300	2200
	1/2 page	1980	1920	1860	1800
	1/3 page	1400	1360	1320	1280

HOG, POULTRY AND HORTICULTURE		frequency discounts			
Four Colours		1X	3X	6X	9X
	1 page	3540	3400	3260	3100
	2/3 page	3140	3020	2880	2760
	1/2 page	2620	2500	2420	2300
	1/3 page	2080	2020	1960	1880
Black and White					
	1 page	2880	2780	2580	2380
	2/3 page	2300	2200	2100	2000
	1/2 page	1760	1720	1680	1640
	1/3 page	1320	1280	1240	1200

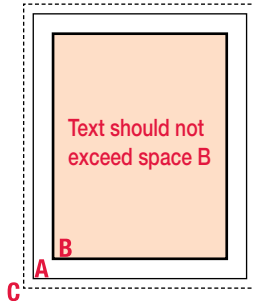
Bleed page: No extra charge.
Preferred position: 15% extra.
Inserts: Rates and specifications on request.

Closing Dates

Publishing date: 1st week of the month.
Space reservation:
 5 weeks prior to the publishing date (insertion order).
Closing date for material reception:
 3 weeks prior to the publishing date.

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Mechanical requirements



	Width			Height	
A Trim size:	7 7/8"	(7.875")	x	10 3/4"	(10.75")
Double page:	15 3/4"	(15.75")	x	10 3/4"	(10.75")
B Type page:	7 1/16"	(7.0625")	x	9 11/16"	(9.6875")
C Bleed size:	8 1/8"	(8.125")	x	11"	
Double page bleed:	16"		x	11"	

Height of a column: 9 11/16" (9.6875")
 Number of columns: 3
 Print: Web Offset (4 colour process)
 Halftone screen: 150
 Binding method: Saddle stitched

Required Material

Please send us your file(s) with one of the following file extensions: **.pdf** or **.eps**. Each file should be at 100% scale, in a 300 dpi resolution, CMYK (Cyan, Magenta, Yellow, Black) or GRAYSCALE. All fonts must be provided and crop marks require 12 pt. spacing. **For PDF format**, follow procedure exactly as indicated on the attached pages or download adjustments available at the following address http://www.lacoop.coop/cooperateur/pdf/pdf_preset_comp_cooperateur.zip. Production costs for the ad or any additional work on the originals will be invoiced over and above, if applicable.

Supporting Platform

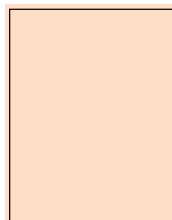
MAC, InDesign

Data Transmission in compressed electronic files, such as ZIP or Stuffit, e-mail (10MB max.), your FTP (Address, ID and Password), or send by CD or DVD.

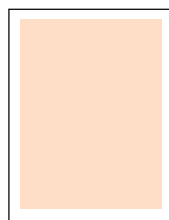
E-mail

publicite@lacoop.coop

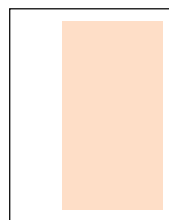
Advertising Sizes



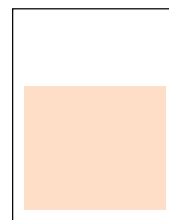
1 bleed page
8 1/8 x 11
(8,125 x 11)



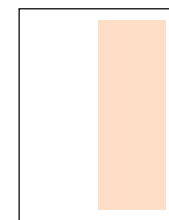
1 page
7 1/16 x 9 11/16
(7.0625 x 9.6875)



2/3 page
4 1/4 x 9 11/16
(4.25 x 9.6875)



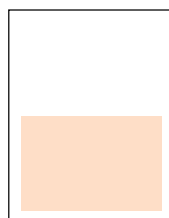
2/3 page
7 1/16 x 6 1/2
(7.0625 x 6.5)



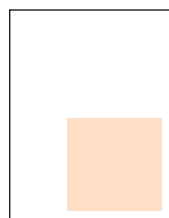
1/2 page
3 1/2 x 9 11/16
(3.5 x 9.6875)



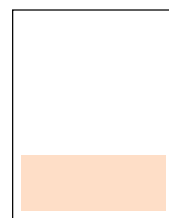
1/2 page
4 1/4 x 7 3/8
(4.25 x 7.375)



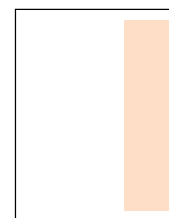
1/2 page
7 1/16 x 4 7/8
(7.0625 x 4.875)



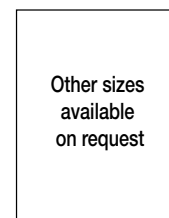
1/3 page
4 1/4 x 4 7/8
(4.25 x 4.875)



1/3 page
7 1/16 x 3 1/4
(7.0625 x 3.25)



1/3 page
2 5/8 x 9 11/16
(2.625 x 9.6875)



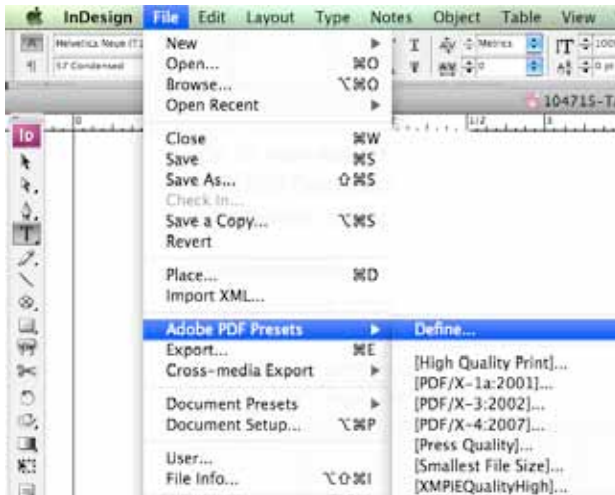
Other sizes
available
on request

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Preparing the Final PDF

To make sure that a PDF document complies with the requirements of Le Coopérateur, please sure these preferences “PDFCS3 Cooperateur COMP:joboptions” which are available on our website. Once the file has been dragged to your desktop, follow these steps:

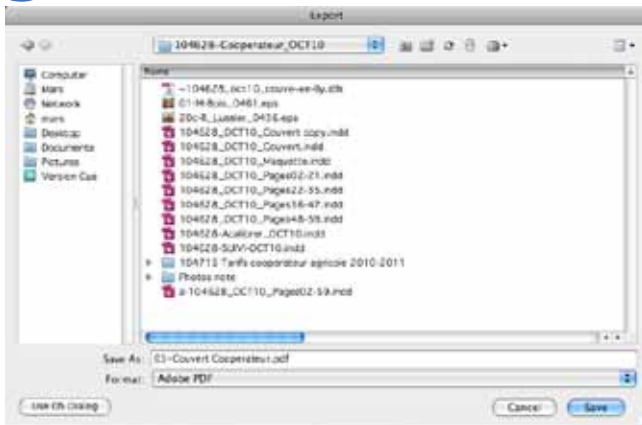
1



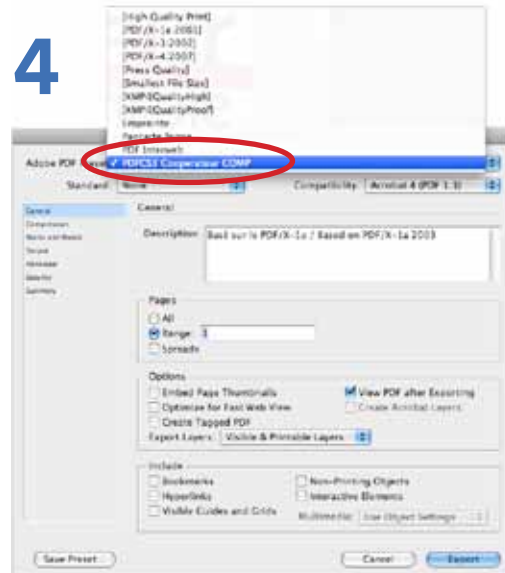
2



3



4



Perform Steps 1 and 2 only once. Then, simply “**Export**” your document to InDesign and select “PDFCS3 Cooperateur COMP” as shown in Step 4. .

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2012 Issuance and closing dates

ISSUES	SPACE	MATERIAL	ISSUED
JANUARY	11-29-11	12-09-11	01-05-12
FEBRUARY	12-29-11	01-10-12	02-03-12
MARCH	01-27-12	02-10-12	03-05-12
APRIL	02-28-12	03-09-12	04-05-12
MAY-JUNE	03-29-12	04-10-12	05-04-12
JULY-AUGUST	05-29-12	06-08-12	07-06-12
SEPTEMBER	07-27-12	08-10-12	09-05-12
OCTOBER	08-29-12	09-10-12	10-05-12
NOVEMBER-DECEMBER	09-28-12	10-10-12	11-05-12

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General Information

Le Coopérateur agricole has been published by La Coop fédérée since 1972.

Periodicity and issuance dates

Le Coopérateur agricole is published 9 times a year. Each issue is published on the 1st week of the month. Combined issues are May-June, July-August and November-December.

Circulation

18,500 copies. Le Coopérateur agricole is sent by mail to the subscribers' address.

Readers

Le Coopérateur's subscriber list consists primarily of member farmers of the Quebec agricultural co-operative movement. The list also includes non-member farmers, agronomists, veterinarians, agricultural technicians, etc.

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Contract regulations



Advertising copies are subject to publisher's approval. The word "advertisement" will be added if necessary.

Covers are non-cancellable. Other cancellations must be confirmed in writing prior to closing date.

Frequency discounts are given only on yearly contracts signed in advance.

Agency commission of 15%.

Payment must be made within thirty (30) days of date of invoice.

Except for the preferred positions indicated in rate section, no special position can be guaranteed, regardless of the specifications appearing on the insertion order.