



NEWTECHNOLOGIESPRECISIONAGRICULTUREMILKINGROBOTSGENETICANIMALWELFARE
CORNSOYBEANSDAIRYPORKBEEFPOULTRYMACHINERYINNOVATIONFRUITSVEGETABLES
MANAGEMENTLEADERSHIPCREDIBILITYINSPIRINGSUCCESSOILPROFITABILITYYIELDQUALITY



Le Bulletin Gathers Knowledge

Farmers say they have the best job in the world. They have the noble task of feeding the population and they achieve this task by working with nature – soil and weather.

Farming is both challenging and fulfilling. In an economic context where competition is fierce, farmers must have a high level of performance. They also have to respect the environment and animal welfare.

This is why producers are always on the lookout for new technologies and techniques. Milking machines, precision agriculture equipment, latest genetic discoveries, preventive medicine and more. Farmers are looking for everything that can ensure the progress and the profitability of their farm.



Now more than ever, knowledge is at the core of farmers' success. At Le Bulletin, our task is to gather this knowledge. Our goal is to give relevant, thorough and useful information to producers.

We distribute information in the format of their choice. Many are tied to our print edition. Others favour our website or our newsletter. And many consult all three sources! We also offer them lectures given by the best experts.

We strive to give farmers diversified information. Usually, Quebec farmers devote themselves to more than one field of expertise: milk production and cash crop farming, hog production and cash crop farming, milk and beef production, etc.



Our efforts bear fruit. Our readers keep their print editions for a long time and return to consult them more often than the ones of our main competitors (according to a survey made in 2015, by Bramm Research Inc.). They see us as a leader in the fields of crops and livestock. They consider us avant-garde regarding new technologies.

Furthermore, our readers say that Le Bulletin influences their buying decisions more than our main competitors do. It is a sign of confidence that makes us proud. We have been building our credibility for 99 years.



Yvon Thérien

CHIEF EDITOR

Yvon Thérien is an agronomist and the chief editor of *Le Bulletin des agriculteurs*. By means of the magazine, he likes to share the knowledge of producers who seek to

surpass the limits of agriculture. New technologies represent one of his favourite topics. He firmly believes that the future of Quebec agriculture lies in the ability of farmers to adopt and master the latest technologies. As media has also undergone a technological revolution, Yvon Thérien has adapted the magazine to the digital era by revamping the website LeBulletin.com and by launching the e-newsletter *Le Bulletin Express*. This newsletter quickly became the most popular of the FarmMedia Group.



Marie-Claude

ASSOCIATE EDITOR

Marie-Claude Poulin comes from a family of farmers who produce milk, pork and maple syrup in the Beauce region. Holding a degree

in journalism from Laval University, she has worked for various media such as the *Express de Toronto*, the *Express du Pacifique* of Vancouver and CBC. Since 2012, she is the associate editor of *Le Bulletin des agriculteurs* and she contributes to the website LeBulletin.com.



Marie-Josée

JOURNALIST

Marie-Josée Parent is an agronomist with more than 25 years of experience. She is also a professional journalist. She has worked in several

spheres of agriculture before becoming a specialized livestock journalist for *Le Bulletin des agriculteurs*, in 2002. Since then, she has received various journalism awards. Marie-Josée has a natural gift when it comes to establishing a connection with the reality of farmers who produce milk, pork, poultry and beef.



Nicolas Mesly

AGRONOMIST AND A NEWS PHOTOGRAPHER

Nicolas Mesly is an agronomist and a news photographer specialized in agri-food and environmental

issues. Over the years, his writing has been recognized with several awards from Canadian press associations. For instance, he received numerous prizes from the Association des communicateurs et rédacteurs de l'agroalimentaire. He covers cash crop farming for *Le Bulletin des agriculteurs* and *Le Bulletin Express*.



Julie Roy

JOURNALIST

Julie Roy has a B.A. communications, teaches french and has been a journalist for almost 15 years. She covers economic and agri-food issues, and she

contributes to several media specialized in those fields. Since 2013, she is in charge of a section on fruits and vegetables in *Le Bulletin des agriculteurs*.



Johanne van Rossum

AGRONOMIST

Johanne van Rossum has a degree in Agronomy from Macdonald College of McGill University. For 16 years, she has assumed several

functions within agricultural cooperatives, including one at Sainte-Rosalie's research farm specialized in crop production. Since 2001, she is a cash crop farmer in Sainte-Brigide-d'Iberville. She writes articles on cash crops, and she is the author of several guides.



Lionel Levac

JOURNALIST

Lionel Levac is a journalist with almost 45 years of experience. He keeps abreast of agricultural and agri-food developments. People

have had the chance to hear him on CBC television and radio programs. In 2007, he won an honorary title from Quebec's Ordre national du mérite agricole. Lionel Levac has been writing articles for *Le Bulletin des agriculteurs* for more than 20 years. He now conducts interviews with personalities of the farming community.



Pierrette Desrosiers

INDUSTRIAL PSYCHOLOGIST

Pierrette Desrosiers is the first industrial psychologist and specialized trainer to intervene in the

Canadian and international agricultural sector. Through her lectures and training sessions, she uses the latest discoveries on brain functions to help farmers increase their productivity, improve their welfare and enhance their leadership. She comes from a family of farmers, and she is the spouse of a farmer.



Jean-Philippe Boucher

AGRONOMIST

Jean-Philippe Boucher studied agronomy at McGill University, and he has a Master's degree in Business Administration from Laval University.

His passion for stock markets, economics and grain marketing has led him to become a consultant and to launch the Grainwiz website. He is a good popular science writer, and he regularly gives lectures throughout Quebec. He is the author of the column "Le marché des grains".

AD RATES Rates effective as of April 1, 2016

AD SIZE	1X	3X	6X	9X	12X	18X
LE BULLETIN						
1 PAGE	6440	6250	6095	5825	5630	5510
2/3 PAGE	5360	5180	4945	4725	4570	4475
1/2 PAGE	4005	3890	3710	3530	3425	3345
1/3 PAGE	2800	2725	2600	2485	2390	2340
BANNER	2255	2185	2130	2040	1975	1930
COVERS						
OUTSIDE	7980	7810	7620	7275	7045	6885
INSIDE FRONT	7660	7500	7315	6985	6750	6610
INSIDE BACK	7660	7500	7315	6985	6750	6610
DAIRY AND BEEF						
1 PAGE	3860	3710	3570	3430	3370	
2/3 PAGE	3240	3125	3000	2875	2825	
1/2 PAGE	2660	2560	2460	2380	2345	
1/3 PAGE	2150	2080	2005	1930	1870	
BANNER	1920	1850	1785	1730	1710	
HOG AND POULTRY						
1 PAGE	3805	3395	3160	3000	2870	
2/3 PAGE	3035	2835	2735	2625	2530	
1/2 PAGE	2550	2400	2320	2225	2135	
1/3 PAGE	2075	1985	1900	1830	1770	
BANNER	1875	1800	1745	1670	1605	
FRUITS AND VEGETABLES						
1 PAGE	3525	3355	3190			
2/3 PAGE	3060	2895	2760			
1/2 PAGE	2585	2450	2330			
1/3 PAGE	2105	2000	1890			
BANDEAU	1825	1745	1645			
WEATHER PAGE						
EARLUG	840	805	765	725		

Black & White rates available upon request. **CREATIVE OPPORTUNITIES** Inserts, polybags, gatefolds and other unique advertising solutions are available on request.

SUBMITTING AD MATERIALS

AD SERVICES CO-ORDINATOR

Le Bulletin des agriculteurs
1666 Dublin Avenue,
Winnipeg, MB R3H 0H1

Phone: (204) 944-5765 Fax: (204) 944-5562

Email: ads@fbcpublishing.com

FTP: [vip.fbcpublishing.com](ftp://vip.fbcpublishing.com)

ADVERTISING CONTACT

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MONTREAL

Martin Beaudin

Sales Representative

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AD DIMENSIONS

AD UNIT	NON BLEED DIMENSIONS	BLEED AD DIMENSIONS	
	LIVE AREA	TRIM	BLEED*
Dbl. Page Spread	15,125" x 10"	16,25" x 10,75"	16,75" x 11,25"
Full Page	7" x 10"	8,125" x 10,75"	8,625" x 11,25"
2/3 Page	H: 7" x 6,5" V: 4,58" x 10"	H: 8,125" x 6,9" V: 5,125" x 10,75"	H: 8,625" x 7,4" V: 5,625" x 11,25"
1/2 Page Spread	15,125" x 5"	16,25" x 5,4"	16,75" x 5,9"
1/2 Page	H: 7" x 5" V: 3,333" x 10"	H: 8,125" x 5,4" V: 3,9" x 10,75"	H: 8,625" x 5,9" V: 4,4" x 11,25"
1/2 Page Island	4,58" x 7,5"		
1/3 Page	H: 7" x 3,357" V: 2,167" x 10" S: 4,58" x 5"	H: 8,125" x 3,75" V: 2,73" x 10,75"	H: 8,625" x 4,25" V: 3,23" x 11,25"
Banner	7" x 1,875"	8,125" x 2,375"	8,625" x 2,5"
Ear Lug	3" x 0,75"		
Outside Back Cover	7" x 10"	8,125" x 10,75"	8,625" x 11,25"
Inside Back Cover	7" x 10"	8,125" x 10,75"	8,625" x 11,25"
Inside Front Cover	7" x 10"	8,125" x 10,75"	8,625" x 11,25"

* Bleed ad size dimensions include .25" bleed on all sides

DIGITAL FILE SPECIFICATIONS

SAFETY MARGINS (measured from trim size): For spreads 0.375" from gutter, 0.625" sides, 0.375" top and bottom; for full page ads 0.625" sides, 0.375" top and bottom. To avoid trimming into type, and to assure uniform margins on bleed ads, keep dimensions of type area to 15" x 10" maximum for double-page spreads, and 7" x 10" maximum for full page ads. Bleed ads must have a minimum of .25" bleed allowance on head, foot, and fore edge. Crop/registration marks should have an offset of .25" (18pts) beyond trim.

Electronic Material Electronic files should arrive in press-ready Acrobat PDF format (8.0 compatible). When saving a file in PDF format, please embed ALL fonts and limit photo resolution to 300 dpi. Colour ads must have CMYK colour applied to all elements, RGB images are not acceptable.

► Files can be sent electronically by e-mail to ads@lebulletin.com

► Or upload by ftp to [vip.fbcpublishing.com](ftp://vip.fbcpublishing.com)

PLEASE NOTE: We DO NOT ACCEPT ads in Microsoft Word or Publisher format. All files will be reviewed to ensure they meet FBC pre-press standards. Clients will be contacted regarding any modifications required.

COLOUR GUIDANCE: An accurate colour proof must accompany all advertising materials. In the absence of a colour proof, publisher will not be held responsible for unsatisfactory colour reproduction.

INK DENSITY: Adjust ink limit in photos and rich blacks so that total coverage does not exceed 240%.

Fine line work and lettering: Fine serifs, small lettering, and thin line work should be restricted to one colour and preferably not smaller than 7 point. The use of small lettering (under 7 points) and fine serifs should be avoided. Publisher can not accept responsibility for reproduction and/or legibility of any type under 7 point.

Trim Size: 8.125" X 10.75"

Binding: saddle-stitched

Halftone line screen: 150

Dot gain: 20% on SWOP coated

Printing: Heat-set web offset

2016 EDITORIAL CALENDAR

ISSUE	EDITORIAL HIGHLIGHTS	SPECIAL DISTRIBUTION	MAILING DATE	SPACE RESERVATION	MATERIAL CLOSING
July/August	Small fruits Combine buying tips	Expo-Champs (1000)	July 3	June 8	June 14
September	New farm technologies for cash crops and livestock		September 7	August 10	August 16
October	Corn innovation Corn seed guide Forage & Grassland Guide	Dairy Symposium (775)	October 2	September 7	September 13
November	Soybean innovation Soybean seed guide	Potato Conference (325)	November 1	October 5	October 11
December	Beef production New cereal varieties	Porc Show (500)	December 1	November 2	November 8

2017 EDITORIAL CALENDAR

ISSUE	EDITORIAL HIGHLIGHTS	SPECIAL DISTRIBUTION	MAILING DATE	SPACE RESERVATION	MATERIAL CLOSING
January	Dairy production Soil fertility and nutrients special Precision agriculture	St-Hyacinthe Farm Show (1000)	January 2	December 1	December 7
February	The next generation of farmers Tractor guide 1 (high hp) Potato guide	Cash Crop Conference (500)	February 6	January 12	January 18
March	Extending the soybean growing season, New crop protection solutions, Apple focus	Dairy Conference (500)	March 9	February 9	February 15
April	Hog production Animal health Tractor guide 2 (medium hp)	Agricultural Outlook (600)	April 3	March 9	March 15
May	Tips for quality forages New forage equipment Soil fertility and nutrients special		May 1	April 6	April 12
June	Small grains Soil management Farm buildings		June 1	May 4	May 10
July/August	Small fruits Combine buying tips	Expo-Champs (1000)	July 3	June 8	June 14
September	New farm technologies for cash crops and livestock		September 7	August 10	August 16
October	Corn innovation Corn seed guide	Dairy Symposium (775)	October 2	September 7	September 13
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Nouveau revenu pour les producteurs de maïs?

Un jour, les producteurs de grandes cultures tireront peut-être un revenu en vendant leurs tiges de maïs. Pro-Ethanol veut utiliser ces résidus pour en faire de la litière.

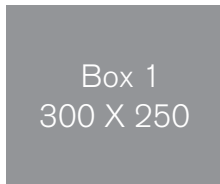
[Lire la suite →](#)

▶ DÉFI MAÏS

**Comment lutter contre la brûlure phomopsienne du soja?**

La brûlure phomopsienne peut occasionner des pertes de rendement dans le soja, mais elle réduit surtout la qualité et la viabilité des semences. Dans cet épisode de Défi soja, Pierre Boitrou de Bayer CropScience explique comment minimiser les pertes causées par cette maladie. Regardez la vidéo.

[Lire la suite →](#)



▶ COURS DES GRAINS



Contrat	Var.	%Var.	Fermeture
Maïs (mai)	-0.50	-0.14%	370.00
Avoine (mai)	-1.00	-0.53%	189.00
Blé (mai)	1.75	0.37%	472.75
Soja (mai)	1.25	0.14%	910.25

Relevé le 29 mars à 10h12
Source des données: Xignite

▶ ÉLEVAGES

**Pour éviter la mammite chez la vache laitière**

Plusieurs facteurs peuvent favoriser l'apparition de la mammite chez la vache laitière. Des chercheurs ont évalué les risques de contamination dans les litières de sable. Voici ce qu'ils ont découvert.

[Lire la suite →](#)



▶ PLUS RÉCENTES VIDÉOS



Tour du monde des échanges commerciaux 2015
Visionnez



Gérez vos travailleurs saisonniers comme un pro
Visionnez

▶ ACTUALITÉS

L'édition de mars du Bulletin des agriculteurs est prête!

La culture sous film plastique, le producteur Francis Groleau l'a essayé et a obtenu ses meilleurs rendements de maïs-ensilage à vie! En couverture du Bulletin. Il y a quinze ans, Sylvain Landry installait le premier robot à sa ferme. Il n'a jamais regretté son choix. La saison des cultures arrive à grands pas, Le Bulletin vous a préparé un guide sur les traitements de semences.

[Lire la suite →](#)



▶ ACTUALITÉS

Agenda agricole du 6 au 12 mars

Les kiosques à la ferme sont toujours aussi appréciés des consommateurs. Avec la belle saison qui s'en vient, il est temps de penser à améliorer son kiosque et son achalandage. Une formation sur le sujet est à l'horizon cette semaine. Consultez votre agenda agricole pour plus de détails!

[Lire la suite →](#)

▶ USAGÉS À VENDRE



2008 Top Dresser deprez 600 F Amqui Quebec
Consultez



1990 Trail Groomer raid trac 100 Amqui Quebec
Consultez

▶ PRÉVISIONS 5 JOURS

Aujourd'hui



Saint-Hyacinthe

Changer la ville

Humidité 90%

Vent NO 32 km/h

Éclaircie

Écarts: 14:03:07 à 3:30 AM

Voir les prévisions locales actuelles

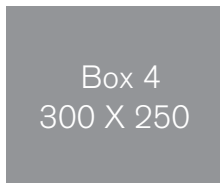
Maximum, jour

6 C

Minimum, nuit

-5 C

Prévisions locales complètes



▶ LE BULLETIN SUR TWITTER

Banner 728 X 90

INFO ON DEMAND

Thirsty for information, producers rely more and more on their computer, tablet or cellphone to get information. Most of them regularly check their mailbox, which is still seen as a valuable method of communication. Sent three times a week, the newsletter Le Bulletin Express contains columns, blogs, analyses, technical pieces of advice, and news on crops and breeding. Its content is optimized for the web, and is 80% different from the magazine's content. The Bulletin Express clearly responds to a need. Launched in 2010, it has more than 5,700 subscribers. Its open rate is as twice as high as the average rate in the industry and its click rate is four times higher! According to a study conducted in the autumn of 2015, three readers out of four consider Le Bulletin Express useful to very useful.

AD SIZES AND RATES

FORMAT	SPECIFICATIONS	MONTHLY
SUPERBANNER	728 X 90 pixels	\$1,809
BOX 1	300 X 250 pixels	\$1,809
BOX 2,3 AND 4	300 X 250 pixels	\$1,609
BANNER AT THE BOTTOM OF THE PAGE	728 X 90 pixels	\$1,489

SPECIFICATIONS

File types: jpg, gif.

Size: 45 Kb max.

EXCLUSIVE EMAIL CAMPAIGN

Exclusive advertising blasts are available.

LeBulletin.com

LeBulletin.com is Quebec's primary source of information on agricultural technologies. Launched in 2001, the website is regularly visited by more than 33,000 producers and their advisers. Each day, LeBulletin.com posts news on agriculture, information on markets, videos, and management advice regarding crops and livestock. Ad formats are available in banners and boxes. Contact our media experts to learn more about our rates and the available ad spots.

ADVERTISING CONTACT

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MONTREAL

Martin Beaudin

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Rates

The rates will be effective April 1st, 2016, for 12 months. Publisher reserves the right to change the rates at any time with a notice of 60 days. If the rate change is not acceptable to Advertiser or Agency, it may, within 15 days of notification of such rate change, cancel the Agreement without incurring short rate charges. The decreasing rate applies only on the advertiser's commercial advertising; ads published on behalf of other establishments will be billed according to the current rate and the space used.

If the first insertion on this contract is not used within two months from date of contract and if, in the meantime, a new rate schedule has been published, the new rates will apply.

Frequencies

Rates are based on total amount of space used in 12 months from date of first insertion. Frequency rates may be applied for combined buys composed of mixed space units; i.e. full page and fractional size ads each count as one toward earned frequency.

Dollar volume discount

Customers buying advertising space in Le Bulletin and other FBC publications are eligible for a dollar volume discount. The discounts apply to gross advertising dollars spent within a 12-month period in selected Farm Business Communications print publications. For Le Bulletin, the 3x frequency rate is used for the calculation.

Cancellations

No cancellations of firm R.O.P. orders accepted after issue insertion order closing date listed. Reservations for inserts and blow-in cards may be cancelled 2 months prior to closing date. Contracts for special positions and covers are non-cancellable.

Failure to maintain contract will result in short rate of accumulated discounts unearned at the time of breaking contract. Any amount due will be billed at the end of or at breach of contract.

Payment

Accounts are payable in Canadian funds, or equivalent funds at the rate of exchange prevailing at time of payment.

Publisher reserves the right to change the payment terms to cash with insertion order at any time.

Interest

Charged at current rates on overdue accounts.

Le Bulletin is not bound by any conditions, printed or otherwise, on contracts or copy instructions when such conditions conflict with policies covered by this rate card.

Verbal agreements are not recognized by the company.

Advertisers and Agencies assume liability for all content (including text, representation and illustration) of advertisements printed, and also assume responsibility for any claims and costs arising therefrom against the publisher.

Advertisers and Agencies agree that Le Bulletin may not be held liable for failure, for any reason, to publish any advertisement.

Liability

The publisher shall be entitled to payment as herein provided, upon completing publication of the advertising program and taking reasonable steps to ensure that the magazines containing the ads are distributed.

All advertising copy subject to the publisher's approval. The word "Advertisement" will be indicated on any copy which the publisher feels resembles editorial matter.

Any claim rendered by the agency against this magazine for rebates on charges made under a contract, for any reason, must be filed with the magazine in writing within sixty (60) days following the expiration of the contract.

Commission

Agency commission: 15% of gross billing allowed on space, colour and position to recognized agencies only. Commission is not allowed on tear sheets, service charges, etc.

Special position

Any specified position subject to the publisher's approval. Additional 15% on the cost. Add \$1,500.00 gross for center page.

Covers

Any advertiser buying a cover position has priority for the same cover and issue the following year. This privilege is lost if the advertiser has not reserved the same space 4 months prior to the closing date of the said issue. Cover orders are noncancellable.

Insertion orders

Insertion orders are requested a minimum of 2 weeks in advance of material closing dates. The renewal date for covers and preferred positions is 3 months prior to issue closing date.

Inserts and reply cards

The binding position of such advertising inserts or reply cards (in relation to top or bottom of magazine page) is variable according to production factors prevailing on a specific issue. Inserts and reply cards cannot be added to regular pages for frequency discounts.

Minimum back-up unit of a full page (B&W) or an advertising unit of equivalent rate is required when running a reply card in order to avoid conflict with another advertisement.

GENERAL CONTACT

Le Bulletin des agriculteurs

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