



Agricultural Manufacturers of Canada

Reach the Leaders in Canada's \$5.63-billion agricultural equipment market.

The AMC Advantage

- AMC members represent **three-fourths of the agricultural manufacturing industry in Canada.**
- AMC members are part of a **\$5.63-billion Canadian agricultural manufacturing industry.**
- AMC is a lobby association that speaks on behalf of the interests of the agricultural manufacturing industry.

Who We Are

Agricultural Manufacturers of Canada (AMC) is dedicated to sustaining a strong, viable and highly respected Canadian agricultural manufacturing industry and is first and foremost a lobby association that speaks on behalf of the interests of the industry.

Reach Decision-Makers Across Canada

Our communication pieces are used as networking tools, reference guides and communication vehicles throughout the year by our **members who range from small national manufacturers to large manufacturers with distribution on a global scale.** All communication pieces facilitate the flow of information to AMC members, as well as agricultural manufacturing industry leaders across North America.

Contact your Naylor representative to put your company in front of the leaders in Canada's agricultural equipment market.

For more information, please contact:

Anook Commandeur

Publication Director
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IN PRINT AND ONLINE

Connecting you with AMC members throughout the year



Membership Directory

Our annual directory features up-to-date contact information for all members and is used throughout the year as a networking and purchasing tool.

Implement Success PRINT EDITION

Our bi-annual magazine features up-to-date industry news, association information and the latest industry trends.



Implement Success DIGITAL EDITION

In addition to print, *Implement Success* is also available in a fully interactive digital version. Extend your print advertising investment with the unique benefits of digital media.

Online Buyers' Guide

This new tool allows our members to research and locate products and services that they use every day throughout the year. Premier advertising opportunities are available.



To learn more about AMC, visit:

www.a-m-c.ca



Net Advertising Rates

All rates include an eLink in the digital edition of the magazine.

Revisions and Proofs: \$50.00
Position Guarantee: 15% Premium

Full-Colour Rates	1x	2x	3x
Double Page Spread	\$ 3,639.50	\$ 3,489.50	\$ 3,279.50
Outside Back Cover	\$ 3,229.50	\$ 3,109.50	\$ 2,979.50
Inside Front or Inside Back Cover	\$ 2,999.50	\$ 2,879.50	\$ 2,749.50
Tab	\$ 2,789.50	N/A	N/A
Full Page	\$ 2,469.50	\$ 2,349.50	\$ 2,219.50
2/3 Page	\$ 2,259.50	\$ 2,149.50	\$ 2,029.50
1/2 Page Island	\$ 2,059.50	\$ 1,959.50	N/A
1/2 Page	\$ 1,379.50	\$ 1,309.50	\$ 1,239.50
1/3 Page	\$ 1,119.50	\$ 1,059.50	\$ 1,009.50
1/4 Page	\$ 739.50	\$ 699.50	\$ 669.50
1/6 Page	\$ 599.50	\$ 569.50	\$ 539.50
1/8 Page	\$ 499.50	\$ 469.50	\$ 449.50

Black-and-White Rates	1x	2x	3x
Full Page	\$ 1,569.50	\$ 1,489.50	\$ 1,409.50
2/3 Page	\$ 1,359.50	\$ 1,289.50	\$ 1,219.50
1/2-Page Island	\$ 1,159.50	\$ 1,099.50	N/A
1/2 Page	\$ 999.50	\$ 949.50	\$ 899.50
1/3 Page	\$ 739.50	\$ 699.50	\$ 669.50
1/4 Page	\$ 589.50	\$ 559.50	\$ 529.50
1/6 Page	\$ 449.50	\$ 429.50	\$ 399.50
1/8 Page	\$ 349.50	\$ 329.50	\$ 309.50

Advertiser indemnifies Naylor and the Association against losses or liabilities arising from this advertising. Naylor assumes no liability whatsoever, except to the extent of a one-time paid advertisement of the same specification, in the next or similar publication, if any proven or admitted errors or omissions have occurred. Payment is due upon receipt of the invoice. Interest shall be charged at 2% per month compounded to yield 26.82% per year on overdue accounts. Revisions to previously submitted ad copy are subject to additional charges. A charge of \$30.00 will be levied for returned checks. In the event of a contract cancellation, the advertiser or agency agrees to repay Naylor any discounts granted for multiple insertions less any discount applicable for the number of insertions completed in the contract. All cancellations must be received in writing prior to the advertising sales deadline. All premium positions are non-cancelable. Prices are net of agency commission. Ads may also appear in an online version of the publication(s). PIM-B0110 (LR 12-10-09 PIM-B0110)



Print Advertising Specifications

Magazine Trim Size: 8.375" x 10.875"

Double Page Spread Bleed 17" x 11.125"	Full Page Bleed 8.625" x 11.125"	Full Page No Bleed 7" x 9.5"	2/3 Page Horizontal 7" x 6.333"	2/3 Page Vertical 4.583" x 9.5"	
1/2 Page Horizontal 7" x 4.583"	1/2 Page Long Vertical 3.333" x 9.5"	1/2 Page Vertical/Island 4.583" x 7"	1/3 Page Square 4.583" x 4.583"	1/3 Page Horizontal 7" x 3"	1/3 Page Vertical 2.166" x 9.5"
1/4 Page Horizontal 4.583" x 3.333"	1/4 Page Vertical 3.333" x 4.583"	1/6 Page Horizontal 4.583" x 2.166"	1/6 Page Vertical 2.166" x 4.583"	1/8 Page Horizontal 3.333" x 2.166"	1/8 Page Vertical 2.166" x 3.333"

Roster Trim Size: 5.75" x 8.5"

Double Page Spread Bleed 11.75" x 8.75"	Full Page Bleed 6" x 8.75"	Full Page No Bleed 5" x 7.5"	2/3 Page Horizontal 5" x 4.916"	
1/2 Page Horizontal 5" x 3.666"	1/2 Page Vertical 2.333" x 7.5"	1/3 Page Horizontal 5" x 2.333"	1/3 Page Vertical 2.333" x 4.916"	1/4 Page Horizontal 5" x 1.666"
1/4 Page Vertical 2.333" x 3.666"	1/6 Page Horizontal 2.333" x 2.333"	1/8 Page Vertical 2.333" x 1.666"		

Production Services

Naylor provides professional ad assembly to non-agency clients at no charge.

Artwork Requirements

All digital color and greyscale artwork must be supplied at 300 dpi. Line art must be supplied at 600 dpi. High-res PDF, EPS, TIFF and JPEG files are accepted. Images from the Web are not suitable for printing. All color artwork must be in CMYK mode; black-and-white artwork must be in either greyscale or bitmap mode. RGB mode artwork is not accepted and if supplied will be converted to CMYK mode, which will result in a color shift. All screen and printer fonts as well as linked images must be supplied if not embedded in the file.

Ad Material Upload

Go to the Naylor Web site at www.naylor.com and under the Client Support section click "Ad Upload." Locate your publication code, advertising order number and advertising code in the box at the top right-hand side of your advertising space contract. Simply fill in your company's contact information along with these three pieces of information, browse for your file and click "Submit." Changes or corrections resulting from problems of supplied material will be billed at cost plus 15%.

Proofs and Revisions

Proofs of ads produced by Naylor are available upon request at a charge of \$50. Revisions are rework for Naylor and are subject to a \$50 surcharge.