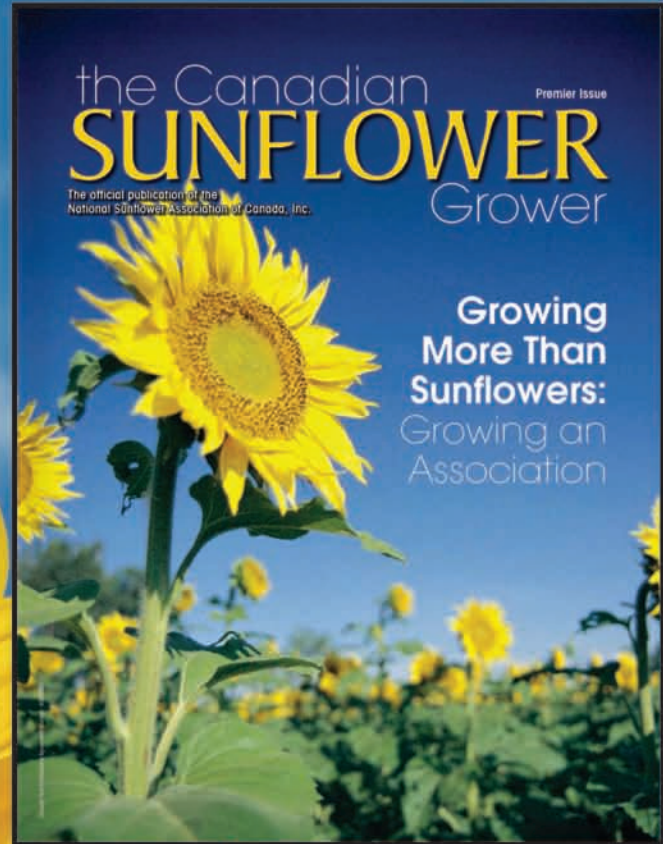


The
Canadian SUNFLOWER Grower

The official publication of the National Sunflower



Association of Canada, Inc.



WINNIPEG OFFICE:
52 Donald Street
Winnipeg, MB Canada R3C 1L6

WASHINGTON, DC
1101, 30th Street NW
USA 20001

HAMILTON OFFICE:
945 King Street East
Hamilton, ON Canada L8M 1C1

HOUSTON, TEXAS
#413-16416 El Camino Road
USA 77062

**Your Industry
Is Our Specialty**

The
Canadian SUNFLOWER Grower
The official publication of the National Sunflower Association of Canada, Inc.

April, 2009

Dear Friends and Colleagues,

In keeping with our mission to “to ensure the profitability and long term growth of the Sunflower crop through industry wide leadership”, the National Sunflower Association of Canada (NSAC) is pleased to announce its continued partnership with our publisher Matrix Group Inc. The next edition of Canadian Sunflower Grower will be available to our membership and the industry by December of this year.

Since our creation in 1996, the National Sunflower Association of Canada (NSAC) has brought together Sunflower growers and industry players to address the Sunflower industry with one voice and membership. The Association includes producers, oil and confection- type buyers, exporters, processors, pesticide manufacturers and dealers, and the seed industry.

Canadian Sunflower Grower is utilized as a membership benefit and allows the association to continue to work towards accomplishing its purpose of encouraging, promoting and assisting in the development of the confectionary and oilseed sunflower industry in Canada. In addition, the magazine provides insight into some of the issues currently facing our membership and the industry as a whole. The readership will continue to turn to each issue for the news that matters most to them and their businesses, ensuring your advertisements are seen, noticed and enquired into.

The success of this publication also depends, to a great extent on the quality of its advertisers. It is through advertising support that we will be able to publish this excellent communication vehicle. I look forward to working with you to help make this magazine an exciting and successful publication.

Thanking you for your kind support,



Darcelle Graham
Executive Director
National Sunflower Association of Canada



WINNIPEG OFFICE:
52 Donald Street
Winnipeg, MB Canada R3C 1L6

WASHINGTON, DC
1101, 30th Street NW
USA 20001

HAMILTON OFFICE:
945 King Street East
Hamilton, ON Canada L8M 1C1

HOUSTON, TEXAS
#413-16416 El Camino Road
USA 77062

**Your Industry
Is Our Specialty**

Distribution 2009 – 2010

Approximately 65 per cent of all Canadian sunflowers are of the confectionary-type, which are marketed primarily as roasted snack food in the shell or as dehulled seeds for the baking industry. Although a significant percentage of this market is domestic (North America), Canadian processors are increasingly accessing markets in Europe, the Middle East and Asia.

Oilseed sunflowers are used in both birdfeed and the crushing industry for sunflower oil producing one of the highest quality vegetable oils. The bird food market is mostly the oilseed type; however some of the smaller confection seeds are also used for birdseed.

Approximately 90 percent of all sunflowers grown in Canada are located in Manitoba, but a growing share is finding its way into southeastern Saskatchewan. Other small pockets of sunflowers are found in south central Alberta and southern Ontario.

Our Distribution includes:

- All members of the National Sunflower Association of Canada which includes:

Sunflower Producers Sunflower Processors
Chemical Retailers Seed Dealers
Government Agencies Sunflower Brokers
Agricultural Equipment Manufactures and Dealers
Industry related organizations and Associations

- Manitoba Special Crops Summer Tour in July
- Local, Provincial and Federal related government agencies.
- Colleges and Universities with Agricultural programs.
- Brandon Ag Days

*** In an effort to provide the best distribution we will be constantly updating our database to provide the maximum reach for our publication.*



WINNIPEG OFFICE:
52 Donald Street
Winnipeg, MB Canada R3C 1L6

WASHINGTON, DC
1101, 30th Street NW
USA 20001

HAMILTON OFFICE:
945 King Street East
Hamilton, ON Canada L8M 1C1

HOUSTON, TEXAS
#413-16416 El Camino Road
USA 77062

**Your Industry
Is Our Specialty**

2009 RATES

RATES (Black and White Only)

Ad Size	1xRate	2xRate
DPS	\$2529.50	\$2429.50
Full Page	\$1459.50	\$1359.50
2/3 Page	\$1219.50	\$1119.50
1/2 Page (Island)	\$1099.50	\$999.50
1/2 Page	\$999.50	\$899.50
1/3 Page	\$699.50	\$649.50
1/4 Page	\$549.50	\$499.50
1/6 Page	\$489.50	\$439.50
1/8 Page	\$429.50	\$379.50

COVER POSITIONS (Includes Colour)

Minimum of Two Insertions

Outside Back	\$2949.50
Inside Front	\$2739.50
Inside Back	\$2739.50

Cover space available on a first come first serve basis and must be secured in writing, and thereafter is non-cancelable.

COLOUR RATES

One Process Colour*	\$550.50
Spot or Match Colour**	\$650.50
Four Process Colour	\$850.50
Special or Metallic Colour	\$1150.50

*Process colours—yellow, cyan or magenta plus black

**Publisher cannot guarantee exact match

Guaranteed Position—add 15% of b&w rate.

Bleed—add 15% of b&w rate.

Extra Listings \$25.00

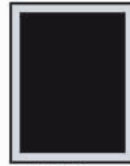
Proofs—Fax/Email \$50.00

Proofs—CD Rom \$60.00

Advertising Agencies—add 15%, all rates are net

Terms of payment due upon receipt of invoice. Add 2% per month interest on accounts over 30 days.

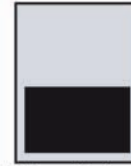
Complete Poly-Bagging and Insert Services Are Available Upon Request.



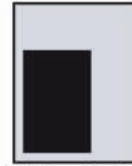
Full Page
7 by 9 1/2



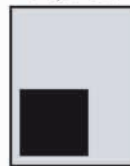
2/3 Page Vertical
4 5/8 by 9 1/2



1/2 Page Horizontal
7 by 4 5/8



1/2 Page Vertical
4 5/8 by 7



1/3 Page Square
4 5/8 by 4 5/8



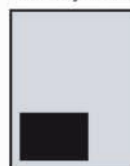
1/3 Page Horizontal
7 by 3



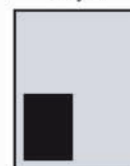
1/3 Page Vertical
2 1/8 by 9 1/2



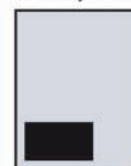
1/4 Page Banner
7 by 2 1/8



1/4 Page Horizontal
4 5/8 by 3 3/8



1/4 Page Vertical
3 3/8 by 4 5/8



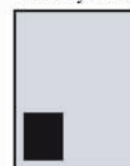
1/6 Page Horizontal
4 5/8 by 2 1/8



1/6 Page Vertical
2 1/8 by 4 5/8



1/8 Page Horizontal
3 3/8 by 2 1/8



1/8 Page Vertical
2 1/8 by 3 3/8

Live Space 7 by 9 1/2

Trim Size 8 3/8 by 10 7/8

DPS 17 by 11 1/8

Bleed 8 5/8 by 11 1/8

*All measurements are in inches

PRODUCTION REQUIREMENTS

The preferred method for receiving completed digital ad artwork is as a high quality (300dpi minimum), press ready PDF file. Ensuring that all fonts have been embedded and all colour has been converted to CMYK. Other acceptable file formats for digital files include high quality EPS, TIF and JPG. All file formats should be compatible with the following software whenever possible: Adobe CS (InDesign, Illustrator, Photoshop and Acrobat) as well as Quark 6.5.

Digital files e-mailed to: sales@matrixgroupinc.net

Questions? Please contact the Matrix Group Inc. at:

Toll Free Phone: 866-999-1299

Toll Free Fax: 866-244-2544



WINNIPEG OFFICE:
52 Donald Street
Winnipeg, MB Canada R3C 1L6

WASHINGTON, DC
1101, 30th Street NW
USA 20001

HAMILTON OFFICE:
945 King Street East
Hamilton, ON Canada L8M 1C1

HOUSTON, TEXAS
#413-16416 El Camino Road
USA 77062

Your Industry
Is Our Specialty