



Alberta Seed Guide  
**Media Kit**

[Content](#) [Print](#) [Digital](#) [Newsletters](#) [Social Media](#) [Webinars](#) [Video](#) [Landing Pages](#) [Sponsorships](#)

# Alberta Seed Guide

## Why Alberta Seed Guide Magazine?

- Alberta Seed Guide is the farmer's go-to source with sought after regional variety trial information, new varieties data and the grower directory to sourcing seed.
- Produced in partnership with the Alberta Seed Growers' Association and the Alberta Seed Processors.
- Your message and branding can be seen by over 47,000 Alberta and B.C. farmers during critical decision making periods.



## Key Facts

### PRINT DISTRIBUTION

#### ALBERTA

- 7P Mailing: 45,458
- 40,638 producing farms\*
- 4,820 rural farm addresses
- Average farm size is 1,237 acres

#### BRITISH COLUMBIA

- 7P Mailing: 1,174
- 1,109 producing farms
- 285 rural farm addresses

#### DIRECT MAIL

- 500+ industry professionals

**TOTAL CIRCULATION**  
**47,871**

1,174

BRITISH  
COLUMBIA

45,458

ALBERTA

\* according to the 2016 Farm Census

### ONLINE IMPACT

5,875 Average Monthly Users  
14,225 Average Monthly Page Views

### DEADLINE DATES

**SPRING 2022:** Booking Deadline: December 2, 2021 • Creative Due: December 17, 2021

**FALL 2022:** Booking Deadline: September 27, 2022 • Creative Due: October 11, 2022

**SPRING 2023:** Booking Deadline: December 1, 2022 • Creative Due: December 15, 2022

### CUSTOM PUBLISHING

Talk to us about building custom advertorials to share your story, photos and company information.



# INSIDERS

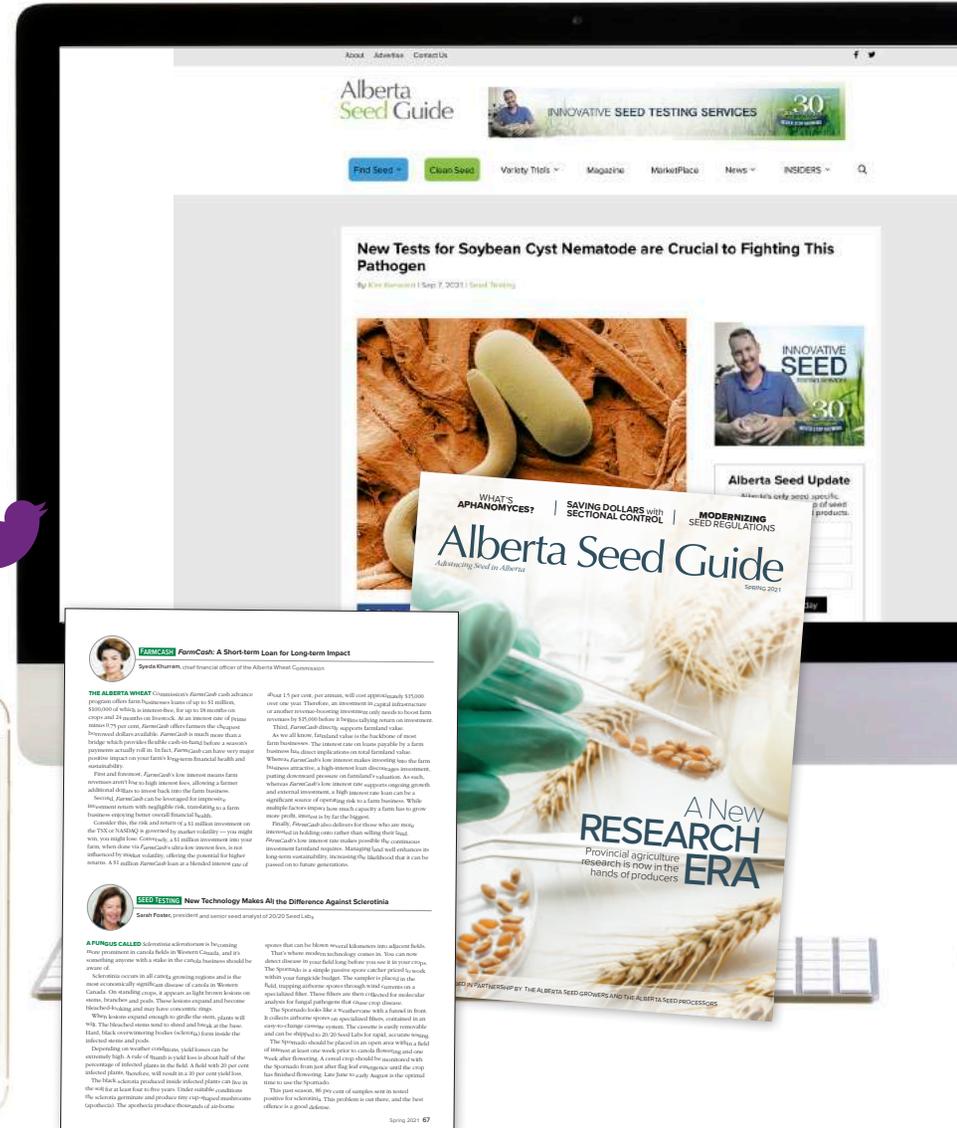
CONTENT MARKETING PROGRAM

## WE MAKE YOU THE LEADING INDUSTRY EXPERT.

We craft a content advice column for you and feature it across all our media channels.

Each column positions you as the leading expert in your field.

Connect with your audience and close more sales with our fully integrated content marketing template that has worked for dozens of companies like yours helping them build and deploy monthly articles to their seed industry prospects positioning their organization as go-to-experts. This includes reach and frequency down our print, digital and social media channels. Best part? You can do this without a marketing team of your own or having to write a single sentence of content. It's so simple and turn-key that you'll wish you had done this long ago.

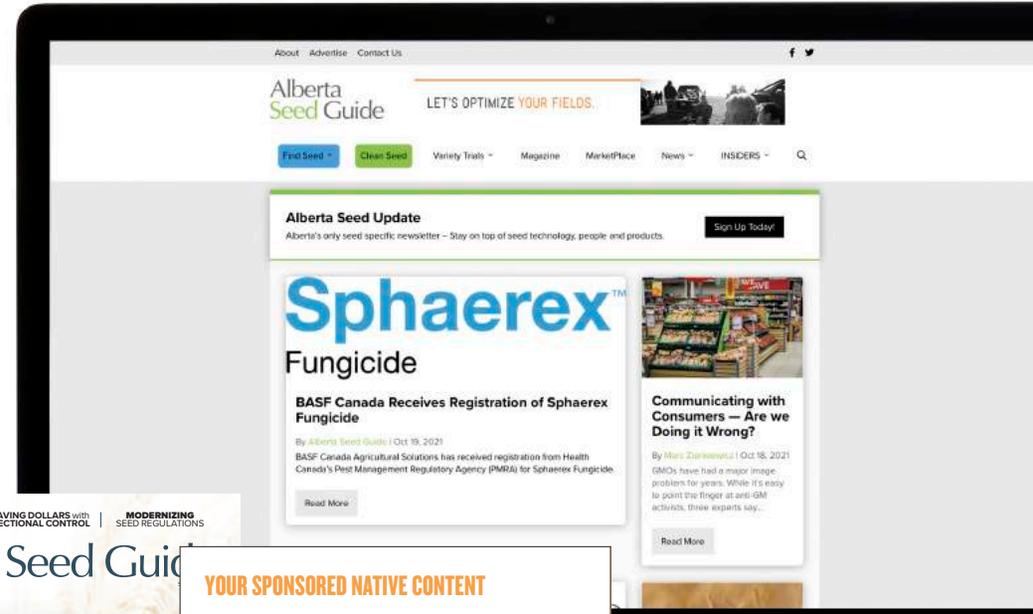


# Alberta Seed Guide

# AMPLIFY

Alberta Seed Guide AMPLIFY is partnered content in the Alberta Seed Guide Media Platform.

Hyper-targeted content marketing - **POSITIONING YOU AS A MARKET LEADER**



Our premium content revenue and lead gen formula positions your thought leadership so you can connect with your audience and truly dominate a position in the market. We provide all the content, tools and channels in this one-on-one, personalized content platform. You work directly with our team of experts. Plus, we'll do all the heavy lifting from strategy, writing, content metrics and ROI strategy sessions. Drive more leads, more traffic and more sales with the done-for-you system.



The image displays the cover of the 'Alberta Seed Guide' magazine, subtitled 'Advancing Seed in Alberta'. The cover features a close-up of green hands holding wheat stalks. Below the cover, there's a sample of 'YOUR SPONSORED NATIVE CONTENT'. The content includes a header 'NATIVE CONTENT' and several paragraphs of placeholder text in various colors (orange, blue, green) to represent different sections of the article.

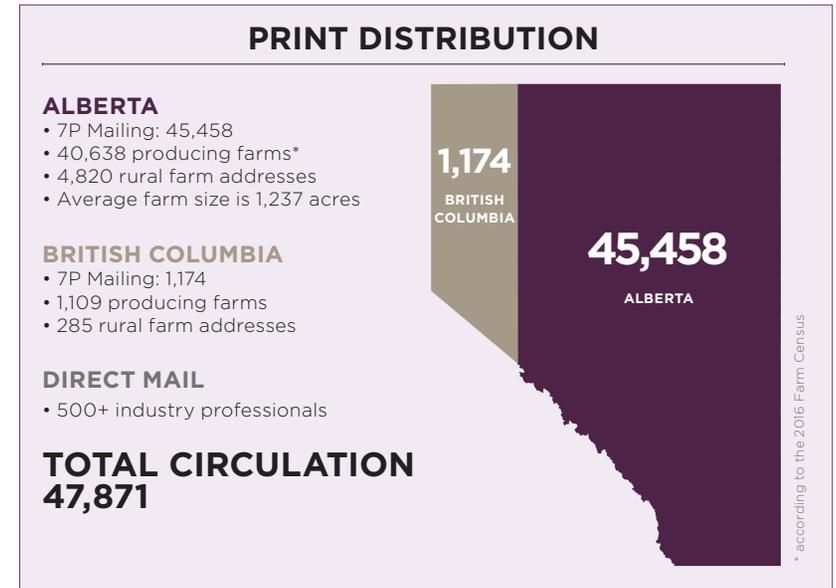
# Alberta Seed Guide

## Print Ad Rates

| FULL CIRCULATION RATES | 1X       | 2X      |
|------------------------|----------|---------|
| DPS                    | \$10,490 | \$9,445 |
| Full Page              | \$5,415  | \$4,870 |
| 1/2 Page DPS           | \$5,225  | \$4,710 |
| 2/3 Page               | \$4,620  | \$4,160 |
| 1/2 Page               | \$3,110  | \$2,790 |
| 1/3 Page               | \$2,640  | \$2,375 |
| 1/4 Page               | \$2,045  | \$1,840 |

| COVER POSITIONS                       | 1X      | 2X      |
|---------------------------------------|---------|---------|
| Inside Front, Inside Back Cover       | \$6,995 | \$6,295 |
| Outside Back Cover                    | \$7,790 | \$7,010 |
| 1/2 Page DPS on the Table of Contents | \$6,700 | \$6,140 |

**NOTE:** RATES FOR PROFESSIONAL ADVERTISING DESIGN AND PRODUCTION ARE AVAILABLE ON REQUEST.



## Premium Advertising Opportunities

### INSERTS

Inserts deliver a highly targeted audience at a fraction of the cost of a direct mail piece. An insert captures the attention of readers and affords you the added flexibility of producing a piece on unique paper stock and of a custom size.

### POLYBAGGED INSERTS

Capture the attention of our readers before they even open the cover with your unique marketing piece on the outside of the magazine distributed in a clear polybag.

### BELLYBANDS

A bellyband is a band of paper wrapped around the magazine with your message. Before readers open the issue, they will see your advertisement.

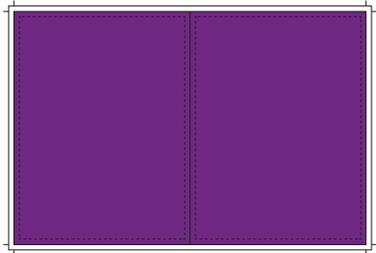
### GATEFOLD COVER

Maximize the impact of your message with a multi-page gatefold. This multi-page spread advertisement opens up from the inside front cover, thus allowing multiple pages of advertising.

**NOTE:** PRICES VARY, CONTACT YOUR SALES ASSOCIATE FOR RATES AND DETAILS

# Alberta Seed Guide

## Print Specifications

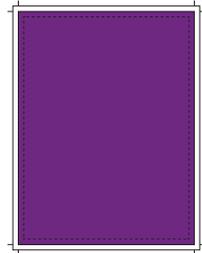


### DOUBLE PAGE SPREAD

Trim: 16.5 x 10.875"

Bleed: 16.75" x 11.125"

Live Area: 15.375" x 9.875"

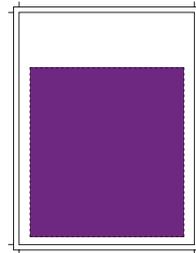


### FULL PAGE

Trim: 8.25" x 10.875"

Bleed: 8.5" x 11.125"

Live Area: 7.125" x 9.875"

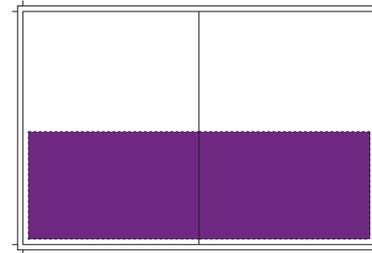


### 2/3 PAGE

Trim: 7.14" x 6.58"

Bleed: N/A

Live Area: N/A

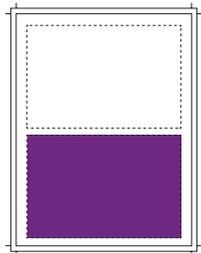


### 1/2 DOUBLE PAGE SPREAD

Trim: 15.3" x 4.75"

Bleed: N/A

Live Area: N/A

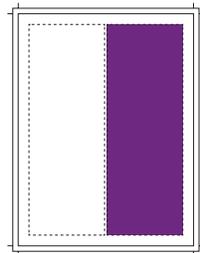


### 1/2 HORIZONTAL

Trim: 7.125" x 4.75"

Bleed: N/A

Live Area: N/A

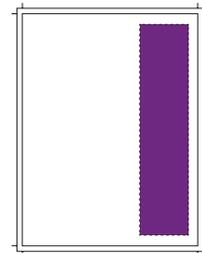


### 1/2 VERTICAL

Trim: 3.5" x 9.875"

Bleed: N/A

Live Area: N/A

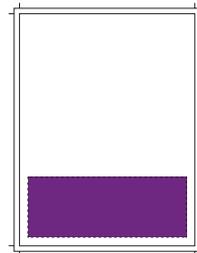


### 1/3 VERTICAL

Trim: 4.75" x 4.75"

Bleed: N/A

Live Area: N/A

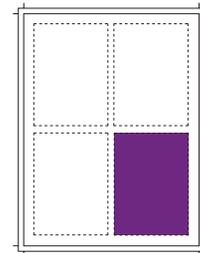


### 1/3 HORIZONTAL

Trim: 7.125" x 3.25"

Bleed: N/A

Live Area: N/A

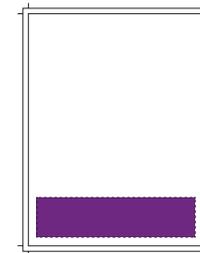


### 1/4 VERTICAL

Trim: 3.5" x 4.75"

Bleed: N/A

Live Area: N/A



### 1/4 HORIZONTAL

Trim: 7.125" x 2.375"

Bleed: N/A

Live Area: N/A

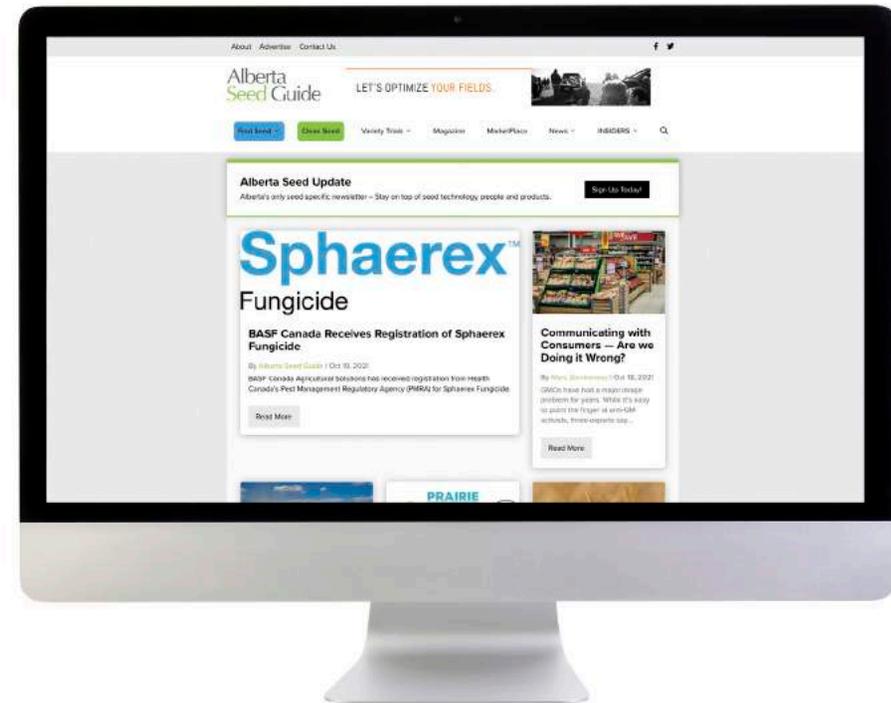
## FILE SUBMISSION & REQUIREMENTS

- We accept: Jpegs, tifs, eps and pdf files at a resolution of at least 300 dpi
- Ads must be prepared to the correct dimensions and shape, or be subject to production charges
- All fonts must be included
- All links/images used must be included
- All pantone/spot colors must be converted to CMYK
- Final proofing is the responsibility of the advertiser

# Alberta Seed Guide

## Online Rates

| DIGITAL                   | DIMENSIONS       | MONTHLY RATE |
|---------------------------|------------------|--------------|
| Leaderboard Ad            | 728 x 90 pixels  | \$950        |
| Medium Rectangle          | 300 x 250 pixels | \$600        |
| Sponsored Post            |                  | \$1000       |
| Keyword Sponsorship       |                  | \$1000       |
| Carousel Ad               |                  | \$750        |
| Inline Video Ad           |                  | \$2000       |
| Roll-Down Takeover        |                  | \$3000       |
| Website Brand Buzz        |                  | \$1000       |
| Sticky Bottom Leaderboard |                  | \$1500       |
| Exit Pop-Up               |                  | \$3000       |
| Entrance Pop-Up           |                  | \$4000       |



## E-NEWSLETTERS

| DIGITAL                         | DIMENSIONS   | MONTHLY RATE    |
|---------------------------------|--|-----------------|
| Alberta Seed Update Sponsorship | 600 x 100 pixels   | \$2000/4 Issues |
| Custom Eblast                   | 600 pixel wide template  | \$1500/each     |
| Brand Buzz                      | 200 word advertorial highlighting your products or services, complete with a logo, photo & links | \$800/each      |



## DIGITAL FILE SUBMISSION

- We accept: Jpegs, tifs, eps, gif and pdf files
- Please submit click-thru URL with all digital ads
- Ads must be prepared to the correct dimensions and shape, or be subject to production charges
- Final proofing is the responsibility of the advertiser
- Additional proofs subject to fee
- All files must be submitted one week prior to campaign launch

**DIGITAL FILES CAN BE SENT TO:  
TRAMSOOMAIR@SEEDWORLDGROUP.COM**

# Alberta Seed Guide

## Digital Opportunities

SEED.AB.CA



### LEADERBOARD AD

A leaderboard is a popular type of banner advertisement. Offering advertisers a great deal of space in a prominent position



### MEDIUM RECTANGLE

One of the most common display ad sizes, your advertisement is prominent on the sidebar with multiple positions to get noticed



### SPONSORED POSTS

Content created by the publication and posted to the website is accompanied by a "Sponsored By..." introductory logo and website hyperlink at the top of the post



### KEYWORD SPONSORSHIP

Sponsor a keyword in a specific post so that every time the word appears, it can be clicked on and will link to a sponsor's advertisement or website



### CAROUSEL AD

Tell the story of your brand with a carousel advertisement that displays different ads of the same spec, one after another, all featuring a single sponsor's products and services in a storyline format



### INLINE VIDEO AD

Video advertisement that visitors can click on/roll over to have the video play



### WEBSITE BRAND BUZZ

Article/story-based advertisement that consists of a longer description of a sponsor's product or service, or information they want to relay, which is placed within our publication's posts



### ROLL-DOWN TAKEOVER

Sponsor logo will be shown at the top of the home page, and when it is rolled over will "roll down" to expand into a prominent advertisement



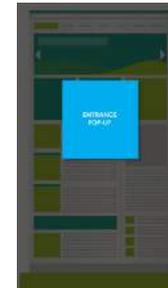
### STICKY BOTTOM LEADERBOARD

Bottom leaderboard advertisement, exclusive to one sponsor, that stays on the bottom of the user's screen as they scroll, until the user physically closes the ad



### ENTRANCE POP-UP

Advertisement pop-up that displays on screen for 15 seconds upon arrival to the website



### EXIT POP-UP

Advertisement pop-up that displays on screen upon leaving the website

## DIGITAL FILE SUBMISSION

- We accept: Jpegs, tifs, eps, gif and pdf files
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