



2024 **MEDIA KIT**

# Alberta Seed Guide

Alberta and B.C. farmers go-to source with sought after regional variety trial information, new varieties data and the grower directory to sourcing seed.

[seed.ab.ca](http://seed.ab.ca)

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### **2 CONTENT PROGRAMS**

Content marketing has the power to move us and provoke a deeper sense of connection between your company and audience. Using a combination of innovative targeted marketing strategies and digital solutions, we deliver impactful campaigns for our clients.

### **3 DIGITAL PARTNER PROGRAM**

If you're looking for premium highly-targeted advertising space, the digital partner program offers a variety of ad placements, including a coveted billboard space, strategically placed banner, box ads and logo recognition as one of our digital partners.

### **4 READERSHIP OVERVIEW**

The *Alberta Seed Guide* is the farmer's go-to source of variety and performance information. With sought after regional variety trial information, new varieties data and the grower directory to source seed, farmers in B.C. and Alberta rely on the *Alberta Seed Guide*.

### **5 PRINT ADVERTISING**

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### **Need help creating content but don't have resources or platforms to do so? We can help.**

Our *Alberta Seed Guide* team will work with you to create content and feature it across all our media channels. Combining online and print delivery gives you the audience extension that is so critical to build interest, leads, pipeline and massive revenue opportunities.

### Alberta Seed Guide **INSIDERS**

[LEARN MORE](#)

#### **Are you looking for a comprehensive marketing solution designed to propel your company forward, promote your products and engage with consumers?**

Then INSIDERS is for you. With decades of experience and a proven track record, we have helped numerous seed industry clients increase their market share and grow their businesses. We use a combination of innovative targeted marketing strategies and digital solutions to deliver impactful campaign to our clients.

### Alberta Seed Guide **AMPLIFY**

[LEARN MORE](#)

#### **Your ideal platform to build customer engagement, brand connection and drive lead generation.**

Position your thought leadership and 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.

### be **PRESENT** be **COMPETITIVE** be **DOMINANT**

[LEARN MORE](#)

#### **Launch your next campaign with the "be" series of integrated print and digital marketing tools.**

Deliver frequency and reach and generate more qualified prospects as we share our 5x strategy to increase pipeline and sales. These high-value targeted programs have been delivering success for clients just like you in the seed industry.



If you're looking for premium highly-targeted advertising space on Seed.ab.ca or in our *Alberta Seed Update* e-newsletter, look no further than the *Alberta Seed Guide* Digital Partner Program! The program offers a variety of ad placements including our coveted billboard space, strategically placed banner and box ads, and logo recognition as one of our digital partners.

**LIMITED TO JUST 4 COMPANIES PER MONTH**, the Digital Partner Program reinforces – or establishes – your company's leadership position in the industry.

All sponsor ads will appear in locations marked 1-5 below and rotate equally between all monthly sponsors.

### DIGITAL PARTNER PROGRAM:

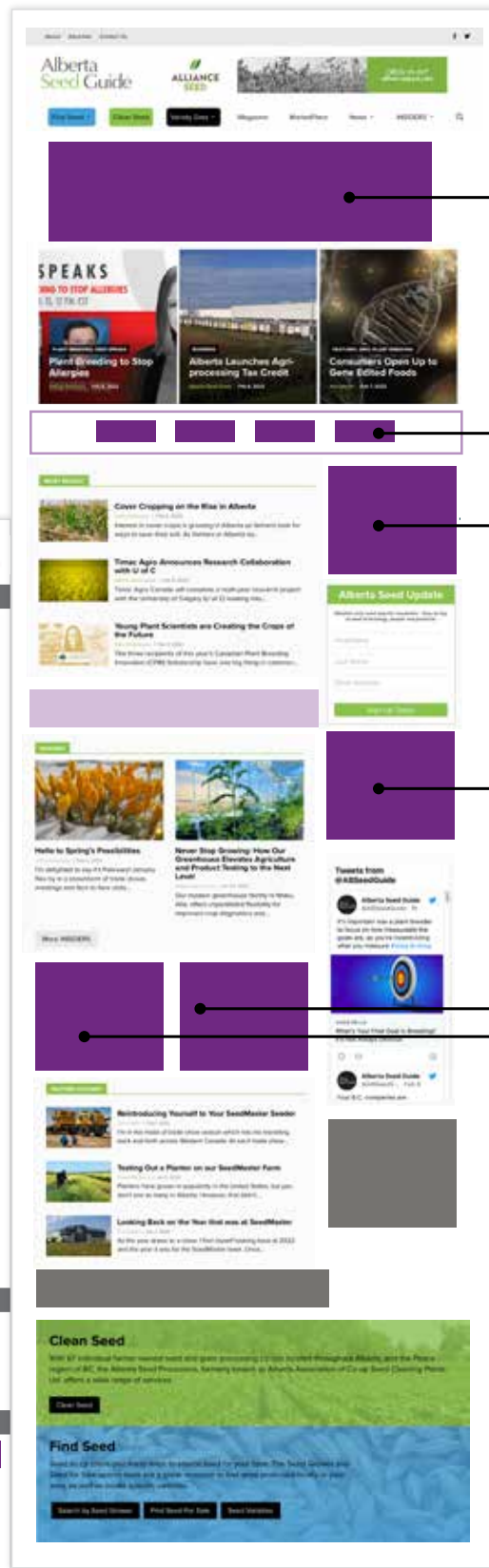
#### HOW IT WORKS

- Your ad rotates on our website and in our bimonthly newsletter.
- Your logo appears on our website, in every email newsletter, and in print as one of our 4 monthly partners.
- Over 21,800 impressions per month

### ALBERTA SEED E-NEWSLETTERS

The *Alberta Seed Guide Update* e-newsletter is delivered bimonthly to over 2,900 subscribers. Your ad will be top-of-mind alongside feature articles written by our expert journalists as well as the latest news from the industry.

Monthly analytic reports are generated for our partners and include the overall magazine performance and advertiser-specific performance.



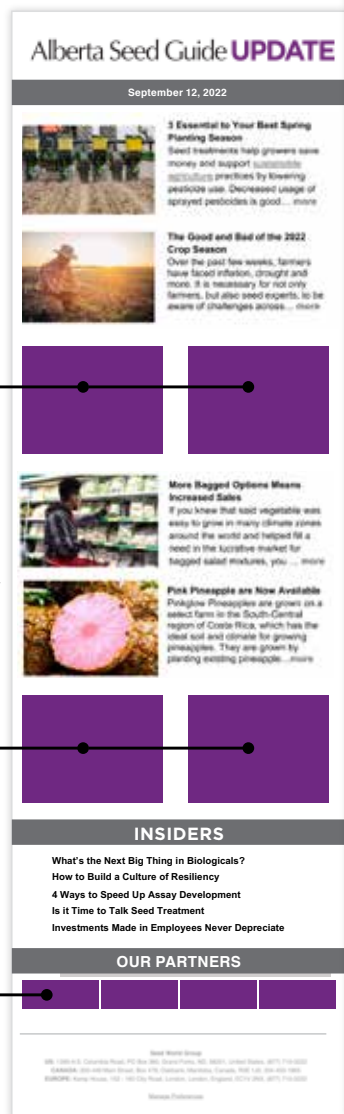
**1**  
LARGE BILLBOARD  
DESKTOP:  
970X250  
MOBILE:  
300X250

**2**  
PARTNER LOGO  
HYPERLINKED  
140X60

**3**  
MONTHLY EXPOSURE  
AD  
300X250

**4**  
BI-MONTHLY EXPOSURE  
AD  
300X250

**5**  
PARTNER LOGOS  
140X60



\*Design may not be exactly as shown.

**P**ublished twice a year, the *Alberta Seed Guide* is the farmer's go-to source of variety and performance information. With sought after regional variety trial information, new varieties data and the grower directory to source seed, farmers in B.C. and Alberta rely on the *Alberta Seed Guide*.

Produced in partnership by the Alberta-British Columbia Seed Growers and the Alberta Seed Processors, *ASG* goes beyond variety information offering in-depth articles on the issues driving change in the industry, seed and whole-farm best management practices, and new seed related products.

By participating in the *Alberta Seed Guide*, your message and branding can be seen by over 45,000 Alberta and B.C. farmers during the critical decision making period when they determine their planting intentions.

### PRINT DISTRIBUTION

#### ALBERTA

- 7P Mailing: 43,773
- 41,505 producing farms\*
- 4,820 rural farm addresses
- Average farm size is 1,184 acres

#### BRITISH COLUMBIA

- 7P Mailing: 1,095
- 1,000 producing farms
- 285 rural farm addresses

#### DIRECT MAIL

- 500+ industry professionals

**TOTAL CIRCULATION**  
**43,773**



\* according to 2021 Census of Agriculture



Produced in partnership with the Alberta-British Columbia Seed Growers and the Alberta Seed Processors.

### PRINT DISTRIBUTION

**43,773**

Total  
Market Reach

### ONLINE IMPACT

**5,466**

Average  
Monthly Users

**10,597**

Average Monthly  
Page Views

### DIGITAL IMPACT

**2,938**

Newsletter  
Subscribers

**814**

Social Media  
Followers

Your message and branding can be seen by over 43,000 Alberta and B.C. farmers during critical decision making periods.

### 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.

## DEADLINES

### SPRING 2024

**Booking:** Nov. 29, 2023

**Material:** Dec. 13, 2023

**Mailboxes:** Jan. 10, 2024

### FALL 2024

**Booking:** Sept. 25, 2024

**Material:** Oct. 9, 2024

**Mailboxes:** Oct. 30, 2024

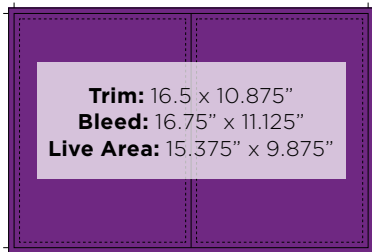
### SPRING 2025

**Booking:** Nov. 28, 2024

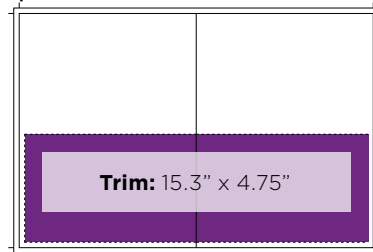
**Material:** Dec. 12, 2024

**Mailboxes:** Jan. 2, 2025

### DOUBLE PAGE SPREAD



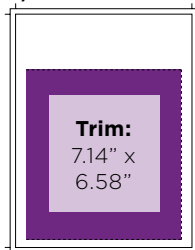
### 1/2 DOUBLE PAGE SPREAD



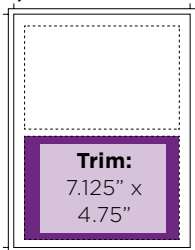
### FULL PAGE



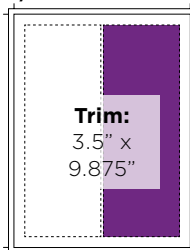
### 2/3 PAGE



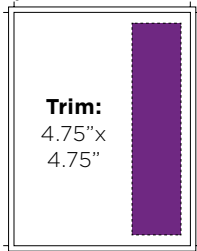
### 1/2 HORIZONTAL



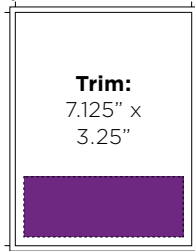
### 1/2 VERTICAL



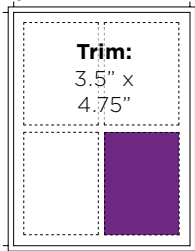
### 1/3 VERTICAL



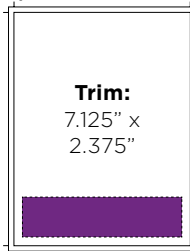
### 1/3 HORIZONTAL



### 1/4 VERTICAL



### 1/4 HORIZONTAL



## FILE SUBMISSION & REQUIREMENTS

All files must be submitted as a press ready CMYK PDF file with a minimum resolution of 300 dpi. Please confirm the artwork is built to the appropriate ad size. Final proofing is the responsibility of the advertiser.

## PREMIUM ADVERTISING

### 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 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.

### SEED.AB.CA

DIGITAL	DIMENSIONS	MONTHLY RATE
Beltway Ad	728 x 90 pixels	\$950
Medium Rectangle	300 x 250 pixels	\$600
Sponsored Post		\$1,000
Keyword Sponsorship		\$1,000
Carousel Ad		\$750
Inline Video Ad		\$2,000
Roll-Down Takeover		\$3,000
Website Brand Buzz		\$1,000
Sticky Bottom Leaderboard		\$1,500
Exit Pop-Up		\$3,000
Entrance Pop-Up		\$4,000

### E-NEWSLETTERS

DIGITAL	DIMENSIONS	MONTHLY RATE
<b>NEW Newsletter Takeover</b>	<b>600 x 480 pixels</b>	<b>\$950/day</b>
Alberta Seed Update Sponsorship	600 x 100 pixels	\$2,000/4 Issues
Custom E-Blast	600 pixel wide template	\$1,500/each
Brand Buzz	200 word advertorial highlighting your products or services, complete with a logo, photo & link.	\$800/each

### SOCIAL MEDIA

Facebook & X	Content/images/video/URL	\$100/each channel
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### FILE SUBMISSION & REQUIREMENTS

When submitting your artwork, please confirm it is built to the appropriate ad size and a jpg, tiff, eps, gif or PDF file and include a click-through URL. Final proofing is the responsibility of the advertiser. Files must be submitted one week prior to campaign launch to [tramsoomair@seedworldgroup.com](mailto:tramsoomair@seedworldgroup.com).





# CONTACT

**Shawn Brook** President  
sbrook@seedworldgroup.com

**Craig Armstrong** VP, Sales and Marketing  
carmstrong@seedworldgroup.com

**Dean French** Business Development Manager  
dfrench@seedworldgroup.com

**Aiden Brook** Business Development Manager  
abrook@seedworldgroup.com

**Sam Mostafa** Sales Development Manager  
smostafa@seedworldgroup.com

**Theresa Ramsomair** Director of Growth  
tramsoomair@seedworldgroup.com

**Ashley Robinson** *Alberta Seed Guide* Editor  
arobinson@seedworldgroup.com

Seed World Group  
200-449 Main Street  
P.O. Box 478  
Oakbank, MB R0E 1J0  
Canada  
Toll Free: 1-877-710-3222