

lead generation

WEBSITE

Germination has recently redesigned and launched the Germination.ca website. The new site is more user-friendly, searchable and navigable. With this new website, advertisers have the opportunity to promote their products on the site.

Position Options:

- Leader board
- Medium Rectangle
- Skyscraper
- Rectangle
- Button

DIGITAL EDITION

Germination is currently published, distributed and archived online at Germination.ca. Published as comprehensive web content, the online stories allow advertisers to place various sized banner and display ads while making them interactive by adding flash, video and audio.



GIANT VIEWS OF THE INDUSTRY

A streaming video segment on Germination.ca that offers 4-5 sound bites on different topics from leaders in the seed industry (new interviews are posted monthly), *Giant Views* is receiving a tremendous amount of traffic. Divided into one- to two-minute segments and titled for easy selection of a segment of interest, *Giant Views* helps the industry better share ideas and observations.

SPONSORSHIP INCLUDES:

- Linked company logo on Giant Views page of Germination.com
- *Giant Views* shown at industry trade shows throughout 2011
- Linked company logo on the *Giant View of the Week* e-newsletter



STORY OF THE WEEK

Story of the Week is a weekly featured article sent via e-marketing to our *Germination Update* online distribution list of 3,000+ seed industry professionals. It includes a small paragraph of a story from the current issue of *Germination*. Readers must click-through to the full article in the online version to read the remainder of the story. *Seed World's Story of the Week* is currently recording an average 17.62% click rate and a 22.11% open rate.

SPONSORSHIP INCLUDES:

- Linked company logo on each *Story of the Week* blast
- Up to two additional advertising positions on each *Story of the Week* blast
- Sponsors receive unlimited copies of each story for personal distribution



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GERMINATION UPDATE

Germination Update, formerly known as *G-Mail*, is emailed to subscribers bi-weekly (26 issues annually) and offers five or six news headlines with brief summaries of each. It has recently been moved from a news-focused newsletter to an issues based forum.

Germination Update consists of one hard-hitting article in commentary style, featuring take away messages called "The Bottom Line" and sidebars that include relevant quotes and links to *Giant Views* interviews, as well as direction to other web resources.

Advertisers can sponsor this weekly article via banner or block advertising.

SPONSORSHIP INCLUDES:

- Linked company ad on each edition
- Sponsors receive unlimited complimentary subscriptions to the newsletter which can be used for staff, retailers, or other key customers as a knowledge offering

CUSTOMIZED SOLUTIONS

Direct mail

Take advantage of targeted direct mail to the *Germination* distribution list. We recommend performing a direct mail drop in between magazine months to create consistency and lift response rates.

Some options:

- Sales Letter Mailing
- Post Card Mailing

Inserts/Outserts

Partner with *Germination* to reach our highly targeted circulation list and distribute your marketing message by accompanying the print copy of the magazine with a customized insert or outsert.

*Values are dependent on the following factors:

- Colour
- Size
- Range of distribution (all or part of the distribution list)
- Paper stock
- Text weight
- Other factors



REPEATING A GOOD AD PAYS OFF

by Carrie Brennan, Readex Research
Published in *Agri-Marketing* magazine,
March 2011

"...repeated ads can continue to build awareness with each placement. Not only does incremental exposure to the ad reinforce the company's name, repetition of the specific message further cements the selling proposition in readers' minds. And don't forget, not every reader sees every ad in every issue, so with each placement you are always capturing someone new."

[VIEW THE FULL ARTICLE](#)

Excerpt from the March 2011 issue of *AgriMarketing* magazine

GERMINATION