

lead generation

DIGITAL EDITION

seed.ab.ca is currently published in a static digital edition and is distributed and archived online at *Seed.ab.ca*. Coming soon is a powerful web book tool—the new online edition will allow advertisers to make print ads interactive, adding flash, video and audio. Sponsorship is sold in six-month and year-long blocks.

Sponsorship Includes:

- Company logo in the top navigation bar
- Full-page ad in each edition placed to the right of the cover page

CUSTOMIZED SOLUTIONS

Inserts/Outserts

Partner with **seed.ab.ca** to reach Alberta farmers 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

Direct Mail

Take advantage of targeted direct mail to the **seed.ab.ca** 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

**Please note that lists can be segmented by region for a truly targeted campaign.*

Reach **61,000+**
Alberta farmers

