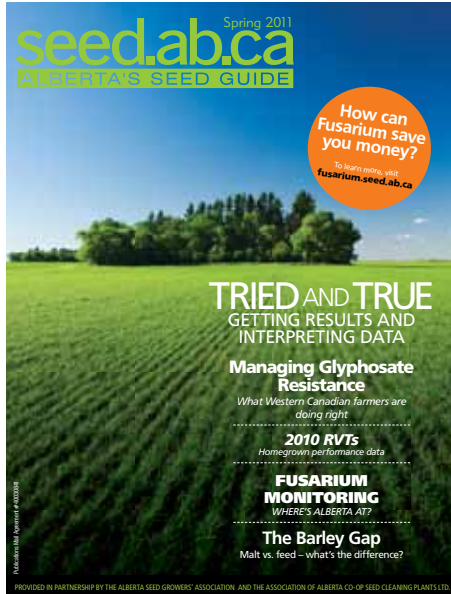


**seed.ab.ca** Magazine  
media kit 2011

## about us



## Seed is the starting point for all buying decisions.

WE OFTEN HEAR how Alberta leads the way in so many initiatives and the seed industry is no exception. The seed industry in Alberta is vibrant and the Alberta Seed Growers Association in partnership with the Association of Alberta Co-op Seed Cleaning Plants are committed to bringing to light the critical information farmers need to make their on-farm decisions for the coming year—this comes in the form of the Alberta seed guide, *seed.ab.ca*. Seed is the starting point for all buying decisions as that component must be known before making any other decisions. Thus, growers are in buying mode as they consume this critical content.

Farmers continue to tell us that *seed.ab.ca* in the printed format is the go-to resource for seed they refer to each and every year, first for new varieties in the fall and then trial results for buying decisions.

Although the content may seem dry to the uninitiated, the layout and design of *seed.ab.ca* continues to win industry accolades for its user-friendly and comprehensive approach.

New this year is an interactive digital edition and redesigned website that offers farmers even more functionality and content. If connecting with Alberta farmers is critical to your business plan ... it is critical that you are part of the Alberta Seed Guide—*seed.ab.ca*.

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**Shawn Brook**  
 Publisher, seed.ab.ca  
 sbrook@issuesink.com

## editorial calendar

| ISSUE       | THEME   | BOOKING DEADLINE   | ARTWORK DEADLINE  |
|-------------|---|--------------------|-------------------|
| Fall 2011   | Evolving Agriculture<br>New Varieties listing; Grower directory | September 30, 2011 | October 7, 2011   |
| Spring 2012 | Starting Smart<br>Performance trial results; Grower directory   | December 9, 2011   | December 16, 2011 |
| Fall 2012   | New varieties listing; Grower directory                         | September 28, 2012 | October 5, 2012   |
| Spring 2013 | Performance trial results; Grower directory                     | December 7, 2012   | December 14, 2012 |

# audience profile

## READERSHIP BREAKDOWN

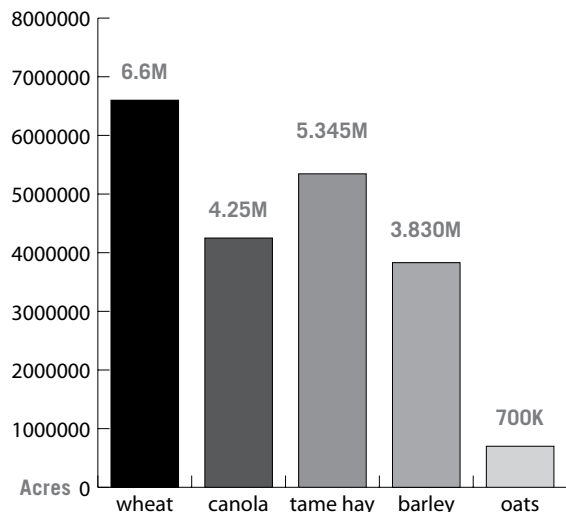


\*Every rural farm address in Alberta

- There is a total of 52,058,898 acres of farmland in Alberta:
  - 62% of this area is crops
  - 1.64 million acres in Alberta are irrigated
- There are approximately 53,652 farms in Alberta with the average farm size being 970 acres
- 78,500 people are employed in Alberta by the agri-food industry
- Alberta producers spent \$619,300,000 and \$349, 200,000 on fertilizer and chemicals, respectively, in 2005

- Alberta crop market receipts were \$2.3 billion in 2005. Significant contributions to the national totals included sugar beets at 100%, canola at 39.8%, wheat at 32.2%, hay and clover at 30.4%, barley at 27.8%, and dry peas at 20.3%
- Today, the Association of Alberta Co-op Seed Cleaning Plants has 71 member plants which clean 31.5 million bushels annually

**The top five crops produced in 2005 in Alberta by area were:**



# 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

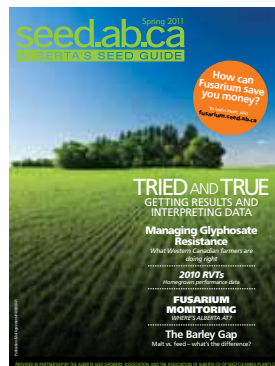
Take advantage of targeted direct mail to the **seed.ab.ca** distribution list. We recommend performing a direct mail drop in between magazine months to create consistency and lift response rates.

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



# seed.ab.ca Website

Connect with 61,000 Alberta farmers daily by advertising online at [seed.ab.ca](http://seed.ab.ca)

Averaging more than 11,000 views per month, seed.ab.ca has information geared toward every group that views the site: Alberta farmers, seed processors and seed growers.

Newly launched, *seed.ab.ca* has a new farmer-focused website for Alberta growers. The new site is more user-friendly, interactive and searchable. With this website, advertisers have the opportunity to promote their products through web advertising and sponsorship. Advertisers also have the opportunity to target Alberta seed growers and seed cleaning plants with advertising available in the secure "members only" sections of the *seed.ab.ca* website dedicated to these two groups.

[View Our New Site NOW!](#)

- Average monthly page views: **11,950**
- Average monthly visitors: **5,210**
- Average time spent on site: **4:48** mins

## Rates (net)

### Group A

Available Pages In This Group Include: Homepage

| Position            | specs        | Price    |          |           |
|---------------------|--------------|----------|----------|-----------|
|                     |              | 3-months | 6-months | 12-months |
|                     | Pixels       |          |          |           |
| Leaderboard Banner  | 728 x 90 px  | \$2,000  | \$3,800  | \$7,200   |
| Medium Rectangle ad | 300 x 250 px | \$1,200  | \$2,280  | \$4,320   |

25% premium for exclusivity on each page

## Group B

Available Pages In This Group Include: Seed Processors Map/Search, Seed Growers Map/Search, Seed For Sale

| Position            | Specs<br>Pixels | Price    |          |           |
|---------------------|-----------------|----------|----------|-----------|
|                     |                 | 3-months | 6-months | 12-months |
| Leaderboard Banner  | 728 x 90 px     | \$1,750  | \$3,325  | \$6,300   |
| Medium Rectangle ad | 300 x 250 px    | \$1,000  | \$1,900  | \$3,600   |

## Group C

Available Pages In This Group Include: Seed Processors Section Home Page, Seed Growers Section Home Page, Digital Publications, Seed Varieties and Industry Issues\*

| Position            | Specs<br>Pixels | Price    |          |           |
|---------------------|-----------------|----------|----------|-----------|
|                     |                 | 3-months | 6-months | 12-months |
| Leaderboard Banner  | 728 x 90 px     | \$1,500  | \$2,850  | \$5,400   |
| Medium Rectangle ad | 300 x 250 px    | \$800    | \$1,520  | \$2,880   |
| Skyscraper ad       | 300 x 600 px    | \$1,300  | \$2,470  | \$4,680   |

## Group D

Available Pages In This Group Include: About Us, Classifieds\*, Links and News & Events\*

| Position            | Specs<br>Pixels | Price    |          |           |
|---------------------|-----------------|----------|----------|-----------|
|                     |                 | 3-months | 6-months | 12-months |
| Leaderboard Banner  | 728 x 90 px     | \$1,000  | \$1,900  | \$3,600   |
| Medium Rectangle ad | 300 x 250 px    | \$500    | \$950    | \$1,800   |
| Skyscraper ad       | 300 x 600 px    | \$800    | \$1,520  | \$2,880   |

\* skyscraper not available on this page

25% premium for exclusivity on each page

## contact us

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