

# lead generation

## DIGITAL EDITION

*Spud Smart* is currently published, distributed and archived online at SpudSmart.com. 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. Sponsorship is sold in six-month and year-long blocks.

**SPONSORSHIP INCLUDES:**

- “Sponsored by” banner with linked company logo within the story content on the Home page and Previous Issues page

## STORY OF THE WEEK

\*Coming Soon!  
*Story of the Week* is a weekly featured article sent via e-marketing to our spudcast online distribution list of 3,000+ seed industry professionals. It includes a small paragraph of a story from the current issue of *Spud Smart*. Readers must click-through to the full article in the online version to read the remainder of the story.

**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

## SPUDCAST

*Spudcast* is an e-newsletter emailed to subscribers 18 times per year. Editorial includes audio interviews as well as articles analyzing key issues the potato industry is facing such as a regulatory item, an agronomy issue, or a shift in producer practices. The newsletter is hosted on SpudSmart.com with archived newsletters and links to the interviews featured in each issue.

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

**SPONSORSHIP INCLUDES:**

- Linked company ads 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.



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## WEBSITE

**Spud Smart** has recently redesigned and launched the SpudSmart.com 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

## CUSTOMIZED SOLUTIONS

### Direct mail

Take advantage of targeted direct mail to the **Spud Smart** 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 and Outserts

Partner with **Spud Smart** 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

## ASK US ABOUT

### Customized Printing

- Belly bands
- Gatefolds
- Tip-on covers
- Targeted print runs
- Bulk subscriptions

