

lead generation

SEEDWORLD.COM ADVERTISING

Seed World has recently redesigned and launched the SeedWorld.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 Include:

- Leader board banner
- Skyscraper
- Button ad
- Medium rectangle
- Rectangle

DIGITAL EDITION

Seed World is currently published, distributed and archived online at SeedWorld.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

SEED WEEK

Staying on top of the ever-changing seed industry, *Seed Week* delivers the latest American and international seed industry news as it affects your business; company mergers and acquisitions, research breakthroughs, industry personnel changes, new products and equipment news delivered to 5,000+ subscribers via e-mail.

Written by the editorial staff of *Seed World*, *Seed Week* is a weekly synopsis of news, views and breakthroughs.



GIANT VIEWS OF THE INDUSTRY

A streaming video segment on SeedWorld.com 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 SeedWorld.com
- *Giant Views* shown at industry trade shows throughout 2011
- Linked company logo on the *Giant View of the Week* e-newsletter

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STORY OF THE WEEK

Story of the Week is a weekly featured article sent via e-marketing to our *Seed World* online distribution list of 5,000+ seed industry professionals. It includes a small paragraph of a story from the current issue of *Seed World*. 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 19.18% click rate and a 24.65% open rate.

SPONSORSHIP INCLUDES:

- Linked company logo on each edition
- Up to two additional advertising positions on each edition
- Advertisers receive unlimited copies of each story for personal distribution

CUSTOMIZED SOLUTIONS

Direct mail

Take advantage of targeted direct mail to the *Seed World* 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 *Seed World* 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:

- Color
- 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