



Alberta Seed Guide

MEDIA KIT

2016

ABOUT ALBERTA SEED GUIDE

Published twice a year, the *Alberta Seed Guide* is the farmer's go-to source of variety and performance information. With sought after regional variety trial information, new varieties data and the grower directory to source seed, farmers in the Peace region of B.C and across Alberta rely on the *Alberta Seed Guide*.

“Be seen by over 50,000 Alberta and B.C. farmers during the critical decision making period”

Produced in partnership by the Alberta Seed Growers' Association and the Alberta Seed Processors, ASG goes beyond variety information offering in-depth articles on the issues driving change in the industry, seed and whole-farm best management practices, and new seed related products.

By participating in the *Alberta Seed Guide*, your message and branding can be seen by over 50,000 Alberta and B.C. farmers during the critical decision making period when they determine their planting intentions.

CIRCULATION

ALBERTA

- 7P Mailing: 47,180
- 43,234 (producing farms according to the 2011 Farm Census)
- 3,946 (rural farm addresses)

BRITISH COLUMBIA

- 7P Mailing: 1,394
- 1,109 (producing farms according to the 2011 Farm Census)
- 285 (rural farm addresses)

DIRECT MAIL

- 500+ (industry professionals)

TOTAL CIRCULATION **50,574**

ALBERTA FARM STATISTICS

PRINCIPAL FIELD CROP	HARVESTED AREA ('000 ACRES)		PRODUCTION ('000 TONNES)	
	2013	2014	2013	2014
All Wheat	7,100.0	6,645.0	11,301.8	9,348.9
Oats	410.0	455.0	601.5	542.9
Barley	3,330.0	2,820.0	5,545.4	4,131.3
Fall Rye	30.0	30.0	36.3	30.9
Mixed Grains	10.0	10.0	13.3	12.9
Flaxseed	90.0	115.0	73.7	87.6
Canola	6,050.0	6,455.0	5,998.8	5,488.5
Dry Beans	40.0	53.0	48.1	66.0
Dry Peas	995.0	1,165.0	1,321.3	1,323.3
Mustard Seed	92.0	133.0	37.2	59.4
Triticale	13.0	15.0	16.9	17.5
Tame Hay	4,520.0	4,595.0	7,588.6	7,257.5
Fodder Corn	65.0	60.0	1,179.3	943.5
Sugar Beets	22.0	20.0	598.7	580.6
Summerfallow	900.0	865.0	n/a	n/a

INVESTMENT IN CROP INPUTS (MILLIONS)

	2013	2014	% Change
Pesticides	618.9	637.4	3.0
Fertilizer and Lime	1,306.5	1,378.4	5.5



TOP TABLE: [http://www1.agric.gov.ab.ca/\\$department/deptdocs.nsf/all/sdd12807/\\$file/ag_stats_2015.pdf?OpenElement](http://www1.agric.gov.ab.ca/$department/deptdocs.nsf/all/sdd12807/$file/ag_stats_2015.pdf?OpenElement)

EDITORIAL CALENDAR

SPRING 2016

HOW THE WHEELS TURN

- A look at seed from the ground up on your farm and globally.
- 2015 Regional Varieties Trial data
- Grower Directory

BOOKING DEADLINE

December 4, 2015

MATERIAL DEADLINE

December 18, 2015

Special Distribution:

ASGA Annual Meeting, Jan 26-28, Edmonton;
FarmTech, Jan 28-30, Edmonton

FALL 2016

TBA

- 2016 New Varieties data
- Grower Directory

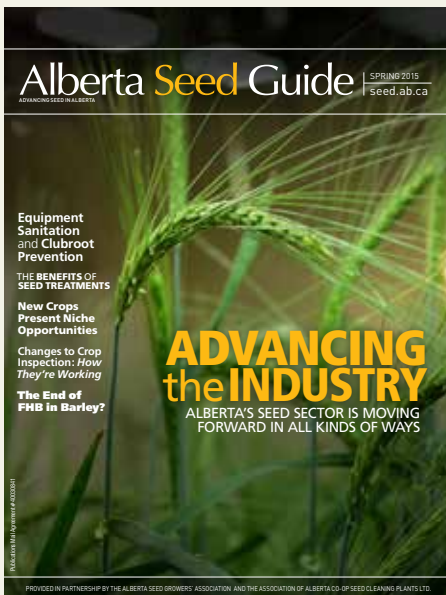
BOOKING DEADLINE

September 29, 2016

MATERIAL DEADLINE

October 13, 2016

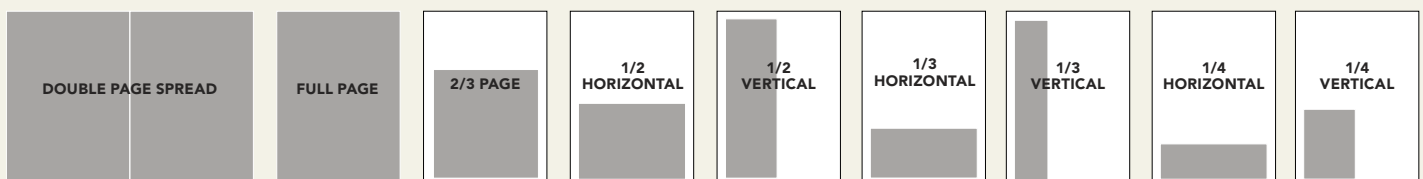
PRINT SPECIFICATIONS



*All print files should be submitted in a press-ready PDF format. Please ensure that your ad is in four-color process and that all images and fonts have been embedded into the PDF file.

All of your images should have a 300 dpi resolution. Any full-page ads or double-page spreads must have a 1/8" bleed on all sides with crop marks.

	TRIM SIZE	FULL BLEED	LIVE AREA
DPS	16.5" x 10.75"	16.75" x 11"	15.375" x 9.875"
FULL PAGE	8.125" x 10.75"	8.375" x 11"	7.125" x 9.875"
2/3 PAGE	7.13" x 6.6"		
1/2 PAGE DPS	15.265" x 4.75"	15.52" x 5"	14.98" x 4.47"
1/2 PAGE	Horizontal 7.125" x 4.75" Vertical 3.5" x 9.875"		
1/3 PAGE	Horizontal 7.125" x 3.25" Vertical 4.75" x 4.75"		
1/4 PAGE	Horizontal 7.125" x 2.375" Vertical 3.5" x 4.75"		
1/4 PAGE DPS	14.25" x 2.375"	14.5" x 2.625"	13.97" x 2.09"
PREMIUM POSITIONS			
INSIDE FRONT/ INSIDE BACK COVER	8.125" x 10.75"	8.375" x 11"	7.125" x 9.875"
OUTSIDE BACK COVER	8.125" x 10.75"	8.375" x 11"	7.125" x 9.875"
1/2 PAGE DPS ON THE TABLE OF CONTENTS	15.265" x 4.75"	15.515" x 5"	14.98" x 4.47"



ALBERTA SEED GUIDE DIGITAL

OUR AUDIENCE MINDSET

Created exclusively for Alberta farmers, seed processors and seed growers, the newly designed *Alberta Seed Guide* offers engaging information and an enhanced user experience. The new, more user-friendly seed.ab.ca offers a responsive design that can be utilized on any device, organized categories and better search functions.

Our Audience Mindset: Alberta's farmers, seed processors and seed growers demand relevant and factual communication to assist them with their changing needs — they look to seed.ab.ca for this information.

SEED.AB.CA

Dedicated to serving Alberta's farming and seed industries.

Visitors:

- Spend meaningful time on website consuming feature stories and articles and looking at a variety of pages each visit
- Utilize the website regularly for industry news and innovation — the website consists of a healthy mix of new and returning users
- Have increased by over 20 per cent over last year
- Are mobile and consume digital content via mobile devices — over 30 per cent of sessions are on mobile devices and are increasing as the demand for convenient content grows
- Engage with advertising on the website

SEED TOOLS

To better serve our digital readership, seed.ab.ca has organized our content into the following content sections:

BUY SEED

Source seed for your farm by variety, grower or location using our database of Alberta Seed Growers' Association members.

CLEAN SEED

Search our database by service or location to find seed cleaning and other products and services from the members of the Alberta Seed Processors.

VARIETY TRIALS

View the latest Regional Variety Trial information online.

MOBILE REACH

- **86 PER CENT** of *Alberta Seed Guide* website users vs. readership use the Internet to source out new products
- **68 PER CENT** of *Alberta Seed Guide* website users vs. readership have a smartphone with web-searching capabilities
- **OVER 30 PER CENT** of seed.ab.ca traffic is from mobile devices

CUSTOM CONTENT

Advertisers can take advantage of sponsored content (native advertising) options on seed.ab.ca

Category Sponsorship:

Advertisers can sponsor one or more of the following categories on the *Alberta Seed Guide* website:

- **BUY SEED**
- **CLEAN SEED**
- **VARIETY TRIALS**

Keyword Sponsorship:

Link relevant keywords back and drive traffic to the advertiser's website or landing page with keyword sponsorship.

Companion Post:

Advertisers have the opportunity to include their own marketing content within an editorial post on seed.ab.ca.

Infographic Sponsorship:

Advertisers can take advantage of sponsoring *Alberta Seed Guide* infographics.

These will be distributed on seed.ab.ca, social media outlets and sister publication websites.

Deliver your message in the right format, every time.

LANDING PAGE DEVELOPMENT

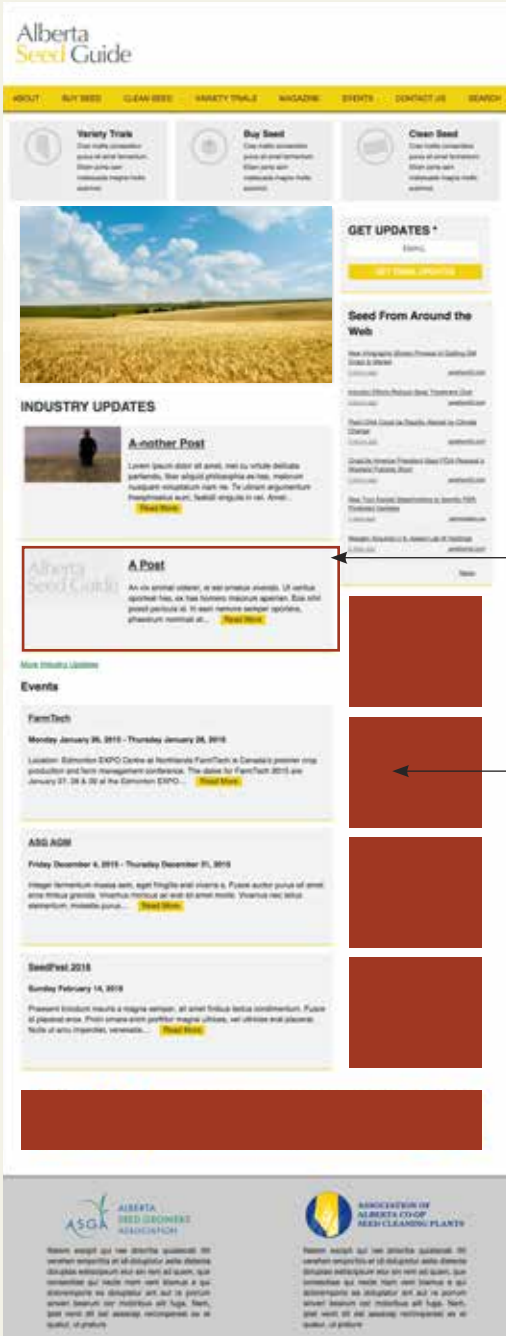
Custom landing pages are powerful tools that generate leads and capture more leads into your pipeline. Our marketing team will work with your company to develop and promote landing pages that get results and generate leads and ROI.



ALBERTA SEED GUIDE DIGITAL

SEED.AB.CA AD POSITIONS

UNIQUE AD POSITIONS



SPONSORED CONTENT
Various positions available.

MEDIUM RECTANGLE/BIGBOX
300 x 250 pixels

ADDITIONAL OPTIONS

ARTICLE EXCLUSIVE MEDIUM RECTANGLE

300 x 250 pixels

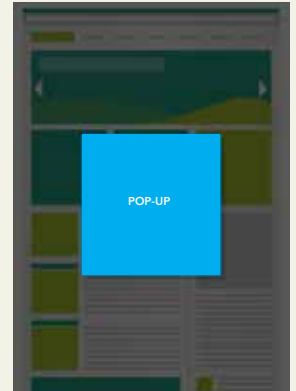
INJECTED BANNERS

RUN OF SITE

SIDE PANEL



CAROUSEL



POP-UP



ROLL DOWN



SLIDER TAKE OVER



STICKY BELTWAY



VIDEO AD

FULL CIRCULATION RATES	1X	2X
DPS	\$10,490	\$9,445
Full Page	\$5,415	\$4,870
1/2 Page DPS	\$5,225	\$4,710
2/3 Page	\$4,620	\$4,160
1/2 Page	\$3,110	\$2,790
1/3 Page	\$2,640	\$2,375
1/4 Page	\$2,045	\$1,840
1/4 Page DPS	\$3,350	\$3,015

PREMIUM POSITIONS	1X	2X
Inside Front, Inside Back Cover	\$6,995	\$6,295
Outside Back Cover	\$7,790	\$7,010
1/2 Page DPS On Table Of Contents	\$6,700	\$6,140

SEED.AB.CA RATES	MONTHLY
Leaderboard	\$740
Medium Rectangle	\$440
Beltway	\$740
Skyscraper	\$480

Pricing for unique digital opportunities available upon request.

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