Why Spud Smart Magazine?

- Canada’s national magazine dedicated to the Canadian potato industry from seed to processing to export.
- Long-standing partnership with provincial and national industry associations.
- Advertising in Spud Smart print conveys a favourable and credible industry reputation to your customers and prospects.
- Your customers are influenced by what they read and see in Spud Smart.

**Key Facts**

**PRINT DISTRIBUTION**

7,375 Total Market Reach
3,544 Total Grower Circulation

**ONLINE IMPACT**

4,349 Average Monthly Users
14,724 Average Monthly Page Views

**DIGITAL IMPACT**

1,612+ Newsletter Subscribers
1,911+ Social Media Followers

70% of readers are potato growers
21% of readers are suppliers of equipment/inputs
Editorial Line-Up

WINTER
- Research Roundup

BONUS DISTRIBUTION:
- New Brunswick Potato Conference
- International Potato Tech Expo
- Northeast Potato Forum

SPRING
- Planting

SUMMER
- Production/Harvest

FALL
- Storage/Markets

BONUS DISTRIBUTION:
- Potato Growers of Alberta
- Manitoba Potato Production Days
- Potato Expo

WINTER
- Booking Deadline: January 10, 2019
- Creative Due: January 24, 2019
- Mailboxes: February 14, 2019

SPRING
- Booking Deadline: February 22, 2019
- Creative Due: March 8, 2019
- Mailboxes: March 29, 2019

SUMMER
- Booking Deadline: June 21, 2019
- Creative Due: July 5, 2019
- Mailboxes: July 26, 2019

FALL
- Booking Deadline: September 13, 2019
- Creative Due: September 27, 2019
- Mailboxes: October 21, 2019

BUYERS GUIDE
- Booking Deadline: September 13, 2019
- Creative Due: September 27, 2019
- Mailboxes: October 21, 2019

CALENDAR
- Booking Deadline: September 13, 2019
- Creative Due: September 27, 2019
- Mailboxes: October 21, 2019

CUSTOM PUBLISHING
- Talk to us about building custom advertorials to share your story, photos and company information.

Need More Information? Contact us: marketing@issuesink.com • 1-877-710-3222
Creative Content Marketing Solutions

Talk to us about building custom advertorials, corporate profiles, or an Innovation Showcase to share your story.

INTEGRATED CONTENT MARKETING PLATFORMS

Premium content marketing programs give you reach and extension through our multi-channel platforms to our highly engaged Spud Smart audience.

Spud Smart INSIDERS: A turnkey content marketing program in as little as 30 days. Giving you a strategic 12 month plan showcasing you as an industry thought leader, professional content development support and your own exclusive INSIDER category.

Spud Smart Amplify: Partnered content in the Spud Smart media platform. We’ll create your monthly article leveraging your knowledge and expertise to deliver professional articles and content that supports your brand objectives.

Contact us today to learn more about these content marketing programs.
INSIDERS Content marketing blueprint

Connect with your audience and close more sales with our fully integrated content marketing template that has worked for dozens of companies like yours helping them build and deploy monthly articles to their seed industry prospects positioning their organization as go-to-experts. This includes reach and frequency down our print, digital and social media channels. Best part? You can do this without a marketing team of your own or having to write a single sentence of content. It’s so simple and turn-key that you’ll wish you had done this long ago.

PROGRAM INCLUDES:

- Dedicated Spud Smart, INSIDER reporter to guide you through the process and write your column.
- 4 columns in 4 Spud Smart print editions - 400 words
- 12 months on spudsmart.com - INSIDER department
- Monthly Facebook posts in our content feed
- Monthly Twitter posts to our Twitter network
- 2 rotating banner ads on spudsmart.com
- Your INSIDER photo on each column
- Your picture featured on the INSIDER wall of fame - digital
- Monthly feature in our Spudcast weekly Enewsletter
- Full page ad in all Spud Smart issues
- INSIDER icon on your website
- Comprehensive reporting
- Bi-monthly campaign review meetings
AMPLIFY

Amplify Done-for-you thought leadership system

Our premium content revenue and lead gen formula positions your thought leadership so you can connect with your audience and truly dominate a position in the market. We provide all the content, tools and channels in this one-on-one, personalized content platform. You work directly with our team of experts. Plus, we’ll do all the heavy lifting from strategy, writing, content metrics and ROI strategy sessions. Drive more leads, more traffic and more sales with the done-for-you system.

PROGRAM INCLUDES:
- 1x Full page article/month (print & digital)
- 2x monthly Twitter posts
- 2x Monthly Facebook posts
- 1x Seed World Daily eNewsletter inclusions (monthly)
- 1x Medium rectangle ad placement on seedworld.com
- Full page print ad
- Create journalist to write content
- Content to link to your channels
- Comprehensive reporting
- Bi-monthly campaign review meetings

Need More Information? Contact us: marketing@issuesink.com • 1-877-710-3222
Launch your next campaign with our “be” series of integrated print and digital marketing tools. Deliver frequency and reach and generate more qualified prospects as we share our 5x strategy to increase pipeline and sales. These high-value targeted programs have been delivering success for clients just like you in the seed industry.

**PROGRAM OPTIONS:**

**BE PRESENT**
- 4x Half Page Ad
- 1x Buyers Guide
- 3x Medium Rectangle
- 4x Brand Buzz

**BE COMPETITIVE**
- 6x Full Page Ad
- 3x Custom eBlast
- 6x Medium Rectangle
- 3x Brand Buzz

**BE DOMINANT**
- Journalist to write your content
- Full page articles
- Social media marketing
- Enewsletter marketing
- Full page display ads
- Digital banner advertising
- Comprehensive reporting
- Bi-monthly campaign review meetings

**INSIDERS AMPLIFY**
Print Ad Rates

**FULL CIRCULATION RATES**

<table>
<thead>
<tr>
<th></th>
<th>1X</th>
<th>2X</th>
<th>3X</th>
<th>4X</th>
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<tbody>
<tr>
<td>DPS</td>
<td>$5,570</td>
<td>$5,010</td>
<td>$4,730</td>
<td>$4,450</td>
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<tr>
<td>Full Page</td>
<td>$3,060</td>
<td>$2,750</td>
<td>$2,590</td>
<td>$2,445</td>
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<tr>
<td>1/2 Page DPS</td>
<td>$2,750</td>
<td>$2,470</td>
<td>$2,340</td>
<td>$2,200</td>
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<tr>
<td>2/3 Page</td>
<td>$2,830</td>
<td>$2,540</td>
<td>$2,410</td>
<td>$2,260</td>
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<tr>
<td>1/2 Page</td>
<td>$2,170</td>
<td>$1,950</td>
<td>$1,845</td>
<td>$1,740</td>
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<tr>
<td>1/3 Page</td>
<td>$1,575</td>
<td>$1,415</td>
<td>$1,340</td>
<td>$1,180</td>
</tr>
<tr>
<td>1/4 Page</td>
<td>$1,150</td>
<td>$1,035</td>
<td>$980</td>
<td>$920</td>
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</table>

**COVER POSITIONS**

<table>
<thead>
<tr>
<th></th>
<th>1X</th>
<th>2X</th>
<th>3X</th>
<th>4X</th>
</tr>
</thead>
<tbody>
<tr>
<td>Inside Front, Inside Back Cover</td>
<td>$3,520</td>
<td>$3,170</td>
<td>$2,990</td>
<td>$2,820</td>
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<tr>
<td>Outside Back Cover</td>
<td>$3,960</td>
<td>$3,565</td>
<td>$3,365</td>
<td>$3,170</td>
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<tr>
<td>1/2 Page DPS on the Table of Contents</td>
<td>$3,162</td>
<td>$2,849</td>
<td>$2,690</td>
<td>$2,530</td>
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</table>

**CALENDAR RATES**

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
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</thead>
<tbody>
<tr>
<td>Month Sponsorship</td>
<td>$2,500</td>
</tr>
<tr>
<td>Exclusive Event Sponsorship</td>
<td>$500 each</td>
</tr>
<tr>
<td>EXCLUSIVE Title Sponsor</td>
<td>$7,500</td>
</tr>
</tbody>
</table>

**BUYERS GUIDE RATES**

For only $599 your listing will include:
- Up to 5 listings in print
- Up to 5 listings on spudsmart.com online buyers guide
- Company contact information
- Up to 100 word company description
- Year round promotion

**NOTE:** CONTACT US FOR DISPLAY RATES

Premium Advertising Opportunities

**INSERTS**

Inserts deliver a highly targeted audience at a fraction of the cost of a direct mail piece. An insert captures the attention of readers and affords you the added flexibility of producing a piece on unique paper stock and of a custom size.

**POLYBAGGED INSERTS**

Capture the attention of our readers before they even open the cover with your unique marketing piece on the outside of the magazine distributed in a clear polybag.

**BELLYBANDS**

A bellyband is a band of paper wrapped around the magazine with your message. Before readers open the issue, they will see your advertisement.

**GATEFOLD COVER**

Maximize the impact of your message with a multi-page gatefold. This multi-page spread advertisement opens up from the inside front cover, thus allowing multiple pages of advertising.

**NOTE:** PRICES VARY, CONTACT YOUR SALES ASSOCIATE FOR RATES AND DETAILS

Need More Information? Contact us: marketing@issuesink.com • 1-877-710-3222
Print Specifications

FILE SUBMISSION & REQUIREMENTS

- We accept: Jpegs, tifs, eps and pdf files at a resolution of at least 300 dpi
- Ads must be prepared to the correct dimensions and shape, or be subject to production charges
- All fonts must be included
- All links/images used must be included
- All pantone/spot colors must be converted to CMYK
- Final proofing is the responsibility of the advertiser

AD FILES CAN BE SENT TO: KMARTEL@ISSUESINK.COM
Online Rates

SPUDSMART.CA

<table>
<thead>
<tr>
<th>DIGITAL</th>
<th>DIMENSIONS</th>
<th>MONTHLY RATE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Leaderboard Ad</td>
<td>728 x 90 pixels</td>
<td>$950</td>
</tr>
<tr>
<td>Medium Rectangle</td>
<td>300 x 250 pixels</td>
<td>$600</td>
</tr>
<tr>
<td>Sponsored Post</td>
<td></td>
<td>$1000</td>
</tr>
<tr>
<td>Keyword Sponsorship</td>
<td></td>
<td>$1000</td>
</tr>
<tr>
<td>Carousel Ad</td>
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<td>$750</td>
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<tr>
<td>Inline Video Ad</td>
<td></td>
<td>$2000</td>
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<tr>
<td>Roll-Down Takeover</td>
<td></td>
<td>$3000</td>
</tr>
<tr>
<td>Website Brand Buzz</td>
<td></td>
<td>$1000</td>
</tr>
<tr>
<td>Sticky Bottom Leaderboard</td>
<td></td>
<td>$1500</td>
</tr>
<tr>
<td>Slider Takeover</td>
<td></td>
<td>$2000</td>
</tr>
<tr>
<td>Entrance Pop-Up</td>
<td></td>
<td>$4000</td>
</tr>
<tr>
<td>Exit Pop-Up</td>
<td></td>
<td>$3000</td>
</tr>
</tbody>
</table>

DIGITAL FILES CAN BE SENT TO: TKURJEWICZ@ISSUESINK.COM

E-NEWSLETTERS Reach 1,612+ Digital Subscribers

<table>
<thead>
<tr>
<th>DIGITAL</th>
<th>DIMENSIONS</th>
<th>MONTHLY RATE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Spudcast Sponsorship</td>
<td>600 x 100 pixels</td>
<td>$2000/4 Issues</td>
</tr>
<tr>
<td>Custom Eblast</td>
<td>600 pixel wide template</td>
<td>$1500/each</td>
</tr>
<tr>
<td>Brand Buzz</td>
<td>200-500 word advertorial highlighting your products or services, complete with a logo, photo &amp; links</td>
<td>$800/each</td>
</tr>
</tbody>
</table>

SOCIAL MEDIA  

- Facebook & Twitter  
  Content/images/video/URL  
  $100/each channel

DIGITAL FILE SUBMISSION

- We accept: Jpegs, tifs, eps, gif and pdf files
- Please submit click-thru URL with all digital ads
- Ads must be prepared to the correct dimensions and shape, or be subject to production charges
- Final proofing is the responsibility of the advertiser
- All files must be submitted one week prior to campaign launch

DIGITAL FILES CAN BE SENT TO: TKURJEWICZ@ISSUESINK.COM

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**Digital Opportunities**

**SPUDSMART.CA**

**LEADERBOARD AD**
A leaderboard is a popular type of banner advertisement. Offering advertisers a great deal of space in a prominent position.

**MEDIUM RECTANGLE**
One of the most common display ad sizes, your advertisement is prominent on the sidebar of the website with multiple positions to get noticed.

**SPONSORED POSTS**
Content created by the publication and posted to the website is accompanied by a “Sponsored By...” introductory logo and website hyperlink at the top of the post.

**KEYWORD SPONSORSHIP**
Sponsor a keyword in a specific post so that every time the word appears, it can be clicked on and will link to a sponsor’s advertisement or website.

**CAROUSEL AD**
Tell the story of your brand with a carousel advertisement that displays different ads of the same spec, one after another, all featuring a single sponsor’s products and services in a storyline format.

**INLINE VIDEO AD**
Video advertisement that visitors can click on/roll over to have the video play.

**WEBSITE BRAND BUZZ**
Article/story-based advertisement that consists of a longer description of a sponsor’s product or service, or information they want to relay, which is placed within our publication’s posts.

**ROLL-DOWN TAKEOVER**
Sponsor logo will be shown at the top of the home page, and when it is rolled over will “roll down” to expand into a prominent advertisement.

**STICKY BOTTOM LEADERBOARD**
Bottom leaderboard advertisement, exclusive to one sponsor, that stays on the bottom of the user’s screen as they scroll, until the user physically closes the ad.

**SLIDER TAKEOVER**
Sponsor takes over the entire slider ad space available on the website, essentially gaining exclusive sponsorship rights to all slider ad space on the website for a period of time.

**ENTRANCE POP-UP**
Advertisement pop-up that displays on screen for 15 seconds upon arrival to the website.

**EXIT POP-UP**
Advertisement pop-up that displays on screen upon leaving the website.

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**EXIT POP-UP**
Advertisement pop-up that displays on screen upon leaving the website.
Position your brand as a thought leader and educational resource while generating new business leads at the same time. Express opinions, share facts, position knowledge and provide information to the retail audience.

73% of B2B marketers and sales leaders say a webinar is the best way to generate high-quality leads

Prospects who sign-up for webinars are already familiar with your brand and interested in your expertise and thought leadership on a specific subject. Those who attend are providing a deeper level of brand engagement by giving up their time to learn from you. Marketers need to take advantage of this time in order to retain interest: provide valuable commentary and educational materials; use polls, Q&A, surveys and chat to gather more information and have a clear call-to-action at the end of the webinar.

Our team will work with you to promote and execute your webinar.

Partner webinar series:
• We provide the technology platform to host the webinar for you
• We give you 4 weeks of pre-webinar marketing/promotion through all our channels – website, custom eblasts, newsletters, social media
• We provide a registration sign up page
• We provide pre-webinar reminders to all registrants alerting them to add this event to their calendar
• We provide a Spud Smart host to moderate the webinar
• Pre-webinar rehearsal prior to live event
• Live polling and questions to engage audience
• Analytic reporting
• Link provided of recorded webinar for on demand viewing on spudsmart.com. We archive it on our site for evergreen viewing

RATE
Spud Smart Webinar $5000

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