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

<table>
<thead>
<tr>
<th>PRINT DISTRIBUTION</th>
<th>ONLINE IMPACT</th>
<th>DIGITAL IMPACT</th>
</tr>
</thead>
<tbody>
<tr>
<td>7,375 Total Market Reach</td>
<td>4,850 Average Monthly Users</td>
<td>2,039+ Newsletter Subscribers</td>
</tr>
<tr>
<td>3,544 Total Grower Circulation</td>
<td>11,706 Average Monthly Page Views</td>
<td>2,186 Social Media Followers</td>
</tr>
</tbody>
</table>

70% of readers are potato growers

21% of readers are suppliers of equipment/inputs

Need More Information? Contact us: marketing@issuesink.com • 1-877-710-3222
Editorial Line-Up

WINTER

Research Roundup

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

SPRING

Planting

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

SUMMER

Production/Harvest

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

FALL

Storage/Markets

2020 DATES

WINTER
Booking Deadline: January 9, 2020
Creative Due: January 23, 2020
Mailboxes: February 13, 2020

SPRING
Booking Deadline: March 6, 2020
Creative Due: March 20, 2020
Mailboxes: March 27, 2020

SUMMER
Booking Deadline: June 19, 2020
Creative Due: July 3, 2020
Mailboxes: July 24, 2020

FALL
Booking Deadline: September 8, 2020
Creative Due: September 22, 2020
Mailboxes: October 20, 2020

Buyers Guide

Maximize your reach to the Canadian potato industry year round online and in print. The Spud Smart Buyer’s Guide provides a continuous opportunity, to place your company in front of thousands of potential customers resulting in new leads and sales opportunities.

CALANDER

The 2020 Spud Smart Calendar is an exclusive and timely industry resource for Canadian potato growers, processors and professionals.

CUSTOM PUBLISHING

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

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ROUNDTABLE

Roundtable focuses on expert’s views on the best management practices in potato production. Roundtable brings together a panel of experts to discuss a hot button issue in the industry for an in-depth feature article, followed by an interactive webinar with full print circulation and available online, with added traffic drivers. Contact us to discuss sponsorship opportunities.
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.
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 Spudcast eNewsletter inclusions (monthly)
- 1x Medium rectangle ad placement on spudsmart.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
The bePresent, beCompetitive and beDominant methods for lead gen + increased sales

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>
</tr>
</thead>
<tbody>
<tr>
<td>DPS</td>
<td>$5,570</td>
<td>$5,010</td>
<td>$4,730</td>
<td>$4,450</td>
</tr>
<tr>
<td>Full Page</td>
<td>$3,060</td>
<td>$2,750</td>
<td>$2,590</td>
<td>$2,445</td>
</tr>
<tr>
<td>1/2 Page DPS</td>
<td>$2,750</td>
<td>$2,470</td>
<td>$2,340</td>
<td>$2,200</td>
</tr>
<tr>
<td>2/3 Page</td>
<td>$2,830</td>
<td>$2,540</td>
<td>$2,410</td>
<td>$2,260</td>
</tr>
<tr>
<td>1/2 Page</td>
<td>$2,170</td>
<td>$1,950</td>
<td>$1,845</td>
<td>$1,740</td>
</tr>
<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>
</tr>
</tbody>
</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>
</tr>
<tr>
<td>Outside Back Cover</td>
<td>$3,960</td>
<td>$3,565</td>
<td>$3,365</td>
<td>$3,170</td>
</tr>
<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>
</tr>
</tbody>
</table>

**NOTE:** RATES FOR PROFESSIONAL ADVERTISING DESIGN AND PRODUCTION ARE AVAILABLE ON REQUEST.

### 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.

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**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

DOUBLE PAGE SPREAD
Trim: 16.5" x 10.875"
Bleed: 16.75" x 11.125"
Live Area: 15.375" x 9.875"

FULL PAGE
Trim: 8.25" x 10.875"
Bleed: 8.5" x 11.125"
Live Area: 7.125" x 9.875"

2/3 PAGE
Trim: 7.14" x 6.58"
Bleed: N/A
Live Area: N/A

1/2 DOUBLE PAGE SPREAD
Trim: 15.3" x 4.75"
Bleed: N/A
Live Area: N/A

1/2 HORIZONTAL
Trim: 7.125" x 4.75"
Bleed: N/A
Live Area: N/A

1/2 VERTICAL
Trim: 3.5" x 9.875"
Bleed: N/A
Live Area: N/A

1/3 VERTICAL
Trim: 4.75"x 4.75"
Bleed: N/A
Live Area: N/A

1/3 HORIZONTAL
Trim: 7.125" x 3.25"
Bleed: N/A
Live Area: N/A

1/4 VERTICAL
Trim: 3.5" x 4.75"
Bleed: N/A
Live Area: N/A

1/4 HORIZONTAL
Trim: 7.125" x 2.375"
Bleed: N/A
Live Area: N/A

Need More Information? Contact us: marketing@issuesink.com • 1-877-710-3222
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>
<td></td>
<td>$750</td>
</tr>
<tr>
<td>Inline Video Ad</td>
<td></td>
<td>$2000</td>
</tr>
<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>Exit Pop-Up</td>
<td></td>
<td>$3000</td>
</tr>
<tr>
<td>Entrance Pop-Up</td>
<td></td>
<td>$4000</td>
</tr>
</tbody>
</table>

DIGITAL DIMENSIONS

MONTHLY RATE

Spudcast Sponsorship 600 x 100 pixels $2000/4 Issues
Custom Eblast 600 pixel wide template $1500/each
Brand Buzz 200-500 word advertorial highlighting your products or services, complete with a logo, photo & links $800/each

E-NEWSLETTERS Reach 2,039+ Digital Subscribers

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: TRAMSOOMAIR@ISSUESINK.COM

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

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

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

**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.

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

**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.

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- 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

Need More Information? Contact us: marketing@issuesink.com • 1-877-710-3222
Innovation Webinar Series

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.*InsideSales.com

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
• Post-show email promoting webinar recording
• 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

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