SmallFarm

ANNUAL SEED GUIDE

Eagerly awaited by our subscribers, the Annual Seed Guide is a key part of our November/December issue of Small Farm Canada. The Seed Guide is an insert in the magazine - ensuring a long shelf life for the Guide.

Throughout the year, visitors to the Small Farm Canada website can request a copy of the guide. The seed guide is also distributed at Farm Trade Shows.

The Annual Seed Guide is produced to be the best and most thorough listing of seed sources for small farmers and gardeners. Because of its directory format, this section of the November/December issue has directory advertising rates.

The Annual Seed Guide offers a wide range of marketing options for your business to reach our subscribers.

BASIC DIRECTORY ADVERTISING OPTIONS

FREE BASIC LISTING - we want to provide our audience with a rich variety of suppliers. As such, we've developed a Free listing option in which you can list your business name and 5 lines of address/contact/product information.

\$100 FEATURED LISTING - if you would like to grow your listing to 10 lines, it will provide you with more space to outline the range of products and seeds that you have available.

\$150 FEATURED LISTING WITH A LOGO - in addition to the extra room, you can include a colour logo in your ad, it will bring more attention to your business.

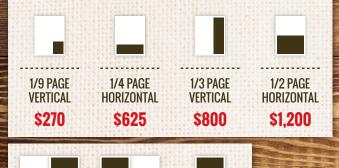
As a bonus, companies that choose a display ad option, will also be included in our online Seed Guide Directory on SmallFarmCanada.ca.

A Farms.com Company

DISPLAY OPTIONS

For those businesses that want to stand out and feature more branding about your business and your products and have more flexibility in the colour and layout of your message, we recommend our display advertising options.





INSIDE BACK INSIDE FRONT COVER COVER COVER S2,400 \$2,500 \$3,000



B DISPLAY AD DEADLINES

BOOKING DEADLINE: OCTOBER 10

MATERIAL DEADLINE: OCTOBER 17

ADVERTISING SALES:

Sales@SmallFarmCanada.ca 866

866.260.7985

SmallFarm

ANNUAL SEED GUIDE

AD SIZES



1/9 PAGE VERTICAL

2.25" x 3"



1/3 PAGE VERTICAL

2.25" x 9.65"



1/4 PAGE HORIZONTAL

7" x 2.25"



1/2 PAGE HORIZONTAL

7" x 4.875"



INSIDE BACK COVER

8.125" x 10.875" TRIM SIZE

8.375" X 11.125" WITH REQUIRED BLEED



INSIDE FRONT COVER

8.125" x 10.875"TRIM SIZE

8.375" X 11.125" WITH REQUIRED BLEED



BACK COVER

8.125" x 10.875" TRIM SIZE

8.375" X 11.125" WITH REQUIRED BLEED

Production charges may apply. Please speak to your sales rep.





FILE SPECS:

Files need to be submitted in pdf, jpg or png format at 300 dpi, CMYK and at 100% of desired output.

All fonts must be embedded or converted to outlines.

Full page ads:

Please supply artwork with 0.125" bleed on all edges.

SENDING FILES:

Send your ad files to your sales rep. Files larger than 10mb should be sent by Dropbox link, Google Drive link or wetransfer.com.