

# SmallFarm CANADA

## 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

**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](http://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.

WE HAVE THE FOLLOWING SIZES OF DISPLAY ADVERTISING AVAILABLE TO MEET THE NEEDS OF EVERY BUSINESS:



1/9 PAGE  
VERTICAL

**\$270**



1/4 PAGE  
HORIZONTAL

**\$625**



1/3 PAGE  
VERTICAL

**\$800**



1/2 PAGE  
HORIZONTAL

**\$1,200**



INSIDE BACK  
COVER

**\$2,400**



INSIDE FRONT  
COVER

**\$2,500**



BACK  
COVER

**\$3,000**



### DISPLAY AD DEADLINES

**BOOKING DEADLINE:**  
OCTOBER 10

**MATERIAL DEADLINE:**  
OCTOBER 17



### ADVERTISING SALES:

[Sales@SmallFarmCanada.ca](mailto:Sales@SmallFarmCanada.ca) 866.260.7985



# Small Farm CANADA

## 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.

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In the 2024 Seed Guide, Small Farm Canada explores the origin of seed. First up in this exploration is potatoes. As well as food crops, purposeful plants like Medicinals, tinctures and ornamentals are traced from origin to today's seed producers. Raise the origins of your seed producing profile through advertising in the 2024 Small Farm Canada Seed Guide.



#### 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.