

Seedstock **EDGE** *Media*



2022 MEDIA KIT

Seedstock EDGE *Media*

STAFF

If you asked the Seedstock EDGE staff what we enjoy most about our role with the National Swine Registry, we would say the people. We feel blessed to work for you and help share your message with the swine industry. There are no people like livestock people, and you are what drives us to keep improving. The Seedstock EDGE Media staff is always looking for ways to add value for our members.

The Seedstock EDGE team is here to help you with your advertising needs. Whether you want to book an ad, create a custom banner, have questions about deadlines or need to produce a catalog or flyer, we are at your service! No ask is too big or too small. Have an idea? Give us a call!

Whatever your design need, we have the experience to handle your next project.



DeShea Wallace
Creative Design
Coordinator

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Cassie Godwin
Marketing & Communications
Manager

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FOLLOW US ON SOCIAL MEDIA



JANUARY/FEBRUARY/MARCH

- Spring Showpig Issue
- Midwest Sales
- **Ad Reservation Deadline:** Dec. 16, 2021
- **Ad Information Deadline:** Jan. 3, 2022
- **Digital Issue Emails:** Jan. 11, 2022
- **Mails:** Jan. 17, 2022

APRIL/MAY/JUNE

- Youth Issue
- Summer Show Information
- Sent to all NJSA members
- You Pick Cover
- Delivers to The Exposition and NJSS/STC
- **Ad Reservation Deadline:** March 3, 2022
- **Ad Information Deadline:** March 10, 2022
- **Digital Issue Emails:** March 29, 2022
- **Mails:** April 4, 2022

JULY/AUGUST/SEPTEMBER

- Fall Showpig Sales
- Southern Sales
- Boar Studs
- Summer Highlights
- Show Reports from The Exposition, NJSS/STC, State Fairs and more.
- Delivers to State Fairs
- **Ad Reservation Deadline:** June 23, 2022
- **Ad Information Deadline:** July 13, 2022
- **Digital Issue Emails:** July 19, 2022
- **Mails:** Aug. 1, 2022

OCTOBER/NOVEMBER/DECEMBER

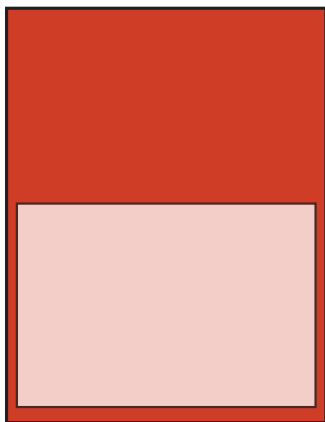
- Holiday Edition
- Bred Female Sales
- Delivers to Fall Classic
- **Ad Reservation Deadline:** Sept. 15, 2022
- **Ad Information Deadline:** Sept. 28, 2022
- **Digital Issue Emails:** Oct. 11, 2022
- **Mails:** Oct. 17, 2022

Seedstock EDGE *Media*

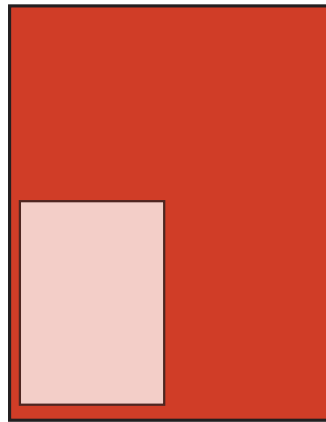
PRODUCTION SCHEDULE



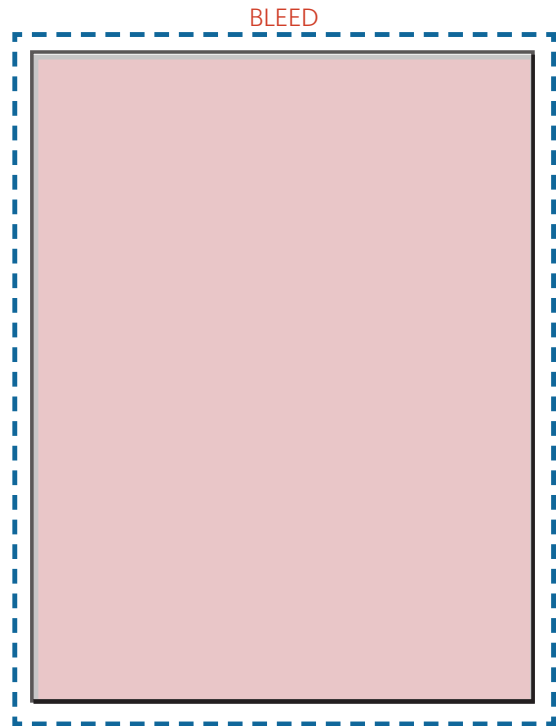
AD
DIMENSIONS



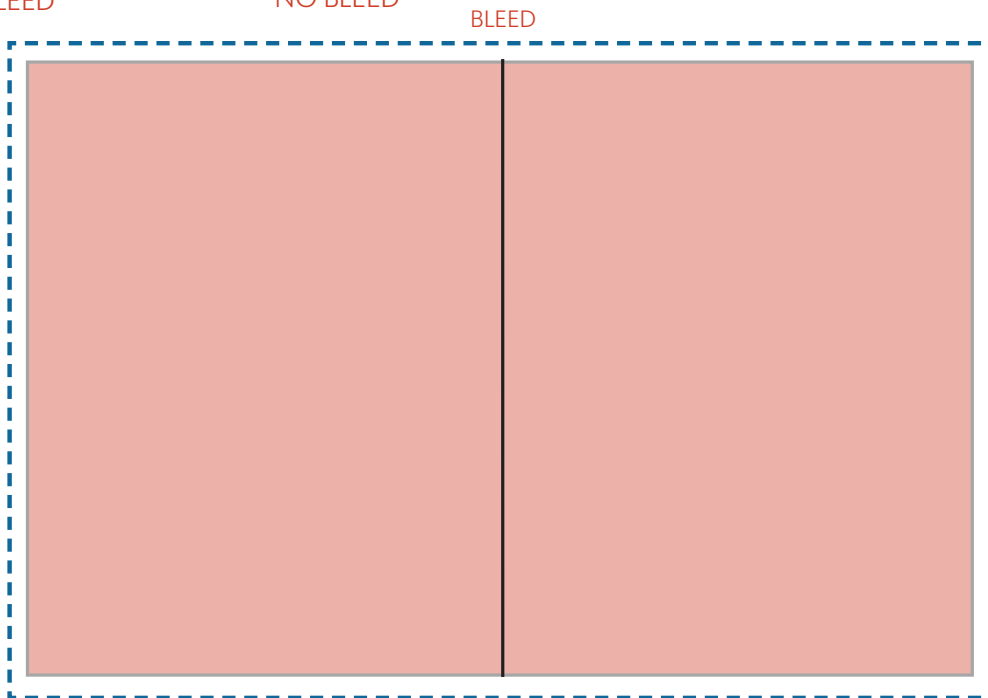
HALF PAGE
6.83" x 4.90"
NO BLEED



QUARTER PAGE
3.33" x 4.90"
NO BLEED



FULL PAGE
8" x 10.25"
BLEED: 8.5" x 11.25"



TWO PAGE
16" x 10.25"
BLEED: 16.5" x 11.25"

Seedstock EDGE Media

AD RATES

BREEDER RATES (Contracts are for all four issues)

CONTRACT Full Page, Full Color	\$550
CONTRACT Two Page, Full Color	\$1,000
CONTRACT Half Page, Full Color	\$325
CONTRACT 1/4 Page, Full Color	\$225

Custom contracts are available upon request.

SINGLE ISSUE Full Page, Full Color	\$700
SINGLE ISSUE Full Page, BW	\$425
SINGLE ISSUE Two Page, Full Color	\$1,350
SINGLE ISSUE Two Page, BW	\$800
SINGLE ISSUE Half page, Full Color ...	\$450
SINGLE ISSUE Half page, BW	\$275
SINGLE ISSUE 1/4 page, Full Color	\$350
SINGLE ISSUE 1/4 page, BW	\$275

BUSINESS RATES (Contracts are for all four issues)

CONTRACT Full Page, Full Color	\$700
CONTRACT Two Page, Full Color	\$1,400
CONTRACT Half Page, Full Color	\$400
CONTRACT 1/4 Page, Full Color	\$300

Custom contracts are available upon request.

SINGLE ISSUE Full Page, Full Color	\$850
SINGLE ISSUE Full Page, BW	\$600
SINGLE ISSUE Two Page, Full Color	\$1,600
SINGLE ISSUE Two Page, BW	\$1,100
SINGLE ISSUE Half page, Full Color ...	\$575
SINGLE ISSUE Half page, BW	\$400
SINGLE ISSUE 1/4 page, Full Color	\$375
SINGLE ISSUE 1/4 page, BW	\$325

ALLY SPONSOR CONTRACTS (Contracts are for all four issues)

BREEDER Full Page, Full Color	\$500
BUSINESS Full Page, Full Color	\$650

Custom contracts are available upon request.

Visionary Sponsors receive a free Full Page, Full Color advertisement in all 4 issues.



Seedstock
EDGE *Media*

DIGITAL
ADVERTISING



Magazine Advertisement + Facebook Advertisement Bundle

Advertise in the *Seedstock EDGE* and get a matching Facebook ad designed to the correct size.

MAGAZINE AD COST + \$50 FOR MATCHING FACEBOOK AD

Magazine Advertisement + E-Blast Bundle

Advertise in the *Seedstock EDGE* and get a matching e-blast sent to the NSR and/or NJSA email list.

MAGAZINE AD COST + \$150 FOR MATCHING E-BLAST DESIGN AND SCHEDULING OUT THE E-BLAST

E-Blasts can include clickable links to websites, social media, videos & more!

Magazine Advertisement + Facebook Ad + E-Blast Bundle

Advertise in the *Seedstock EDGE* and get a matching e-blast sent to the NSR and/or NJSA email list and a matching Facebook ad designed to the correct size.

MAGAZINE AD COST + \$200 FOR THE DESIGN OF THE FACEBOOK ADVERTISEMENT AND DESIGN AND SCHEDULING OF THE E-BLAST.

E-Blast Design and Distribution

The *Seedstock EDGE* Media staff will design and distribute a properly sized e-blast on days with proven open rates. E-blasts can link to websites directly clickable from the design. E-blasts are sent to all NSR and NJSA members. Special lists can be created upon request.

\$300 FOR ALL NSR AND NJSA EMAILS ON FILE

Social Media Graphics

The *Seedstock EDGE* Media staff will design any properly sized social media posts for Facebook, Instagram, Twitter, Snapchat and Instagram stories. Can design one post or similar post for all platforms.

\$50/POST DESIGN



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PRINT ADVERTISING

The majority of the print projects are custom priced and start at \$50 per hour for design time (does not include price of printing and shipping). The options are endless when it comes to the many print projects we offer. These include design, printing and delivery of the product. Contact Creative Design Coordinator, DeShea Wallace, for your custom quote today!

3' X 5' SINGLE SIDED BANNER IS \$75- INCLUDES DESIGN, PRINTING, SHIPPING
 3' X 5' DOUBLE SIDED BANNER IS \$100- INCLUDES DESIGN, PRINTING AND SHIPPING
CUSTOM BANNER SIZES AND MATERIALS ARE AVAILABLE UPON REQUEST

LOGO DESIGN PACKAGE IS \$150

NSR MAILING LIST IS 10 CENTS PER NAME. LIST DOES NOT INCLUDE NJSA NAMES.

**Boar Stud
Catalogs**

Custom Banners

Award Backdrops

Fabric Banners

Banner Stands

Coroplast Signs

Stickers

Postcards

Flyers

Logos

Posters

Business Cards

Magnets

Pen Cards

**Aluminum Barn
Signs**

Magazine Inserts

Table Throws

The options are endless! Contact us today!

2022 PRICING LIST

DIGITAL ADVERTISING

TYPE OF AD	PRICE
E-blast design and distribution	One e-blast- \$300 Three e-blast bundle- \$750
Social Media Advertisement Design	\$50 per graphic Bulk pricing available
Video Production	\$100 per hour shoot and produce

PRINT ADVERTISING

TYPE OF AD	PRICE
Logo Package	\$150 design
NSR Mailing List	10 cents per address
Flyer, Postcards, Posters etc.	\$50 per hour design (does not include printing cost)
Banners	5 ft x 3 ft single-sided- \$75 5 ft x 3 ft double-sided- \$100 5 ft x 3 ft machine washable fabric banner- \$100 Custom sizes and specs are available contact for pricing. Large order discounts apply.
Tradeshow Items	Banner Stand: \$50 Backdrop: \$135 Table Throw: \$60 (Does not include \$50/hour design cost and shipping)
Stickers	Multiple sizes and styles available Call for pricing
Catalog	\$50 per hour design (does not include printing cost) Digital options available
Custom event packages	Can include social media graphics, logos, banners, e-blasts and more!

The options are endless!
View the media kit and talk to DeShea
or Cassie about options and pricing!

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