



Seedstock EDGE *Media*

2020 ADVERTISING

PRINT AND DIGITAL

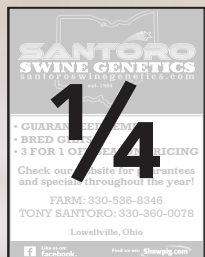
SEEDSTOCK EDGE ADVERTISING

2020 Seedstock *EDGE* Editorial Calendar

NEW!

ISSUE	RESERVATION DEADLINE	MATERIALS DEADLINE	MAIL DATE	DIGITAL ISSUE EMAILED
Jan/Feb/Mar - Spring Showpig Issue	Jan. 6	Jan. 13	Jan. 31	Jan. 22
April/May	March 9	March 16	April 6	March 27
June - Youth Issue	April 21	April 28	May 27	May 18
July	June 4	June 11	June 26	June 19
August - Boar Stud Issue	July 13	July 20	Aug. 6	July 28
Sep/Oct - Fall Showpig Issue	Aug. 6	Aug. 13	Sep. 4	Aug. 26
Nov/Dec - Female Focus Issue	Oct. 27	Nov. 2	Nov. 18	Nov. 9

Ad Specifications



	*TRIM SIZE	**BLEED
1/4 PAGE AD	3.33" x 4.90"	No Bleed
1/2 PAGE AD	6.83" x 4.90"	No Bleed
1 PAGE AD	8" x 10.25"	8.5" x 11.25"
2 PAGE AD	16" x 10.25"	16.5" x 11.25"

*Trim size is the final size of the ad as you would see it in the magazine.
 **Seedstock EDGE asks for .25" extra on EVERY side of full-bleed ads.

SEEDSTOCK EDGE ADVERTISING

Breeder Advertising Rates

Single Issue Breeder Rates

STANDARD RATES – Non-showpig issues (April/May, June, July, Aug., Nov./Dec.)

TYPE OF AD	¼ PAGE	½ PAGE	1 PAGE	2 PAGES
BW (Black Ink + BW Pics)	\$100	\$225	\$375	\$700
2-color (Black + 1 other color Ink + BW Pics)	\$175	\$300	\$450	\$850
4-color (Full Color + Full Color Pics)	N/A	\$400	\$650	\$1,250

SHOWPIG ISSUE RATES – Spring & Fall Showpig Issues (Jan./Feb./March & Sept./Oct.)

TYPE OF AD	¼ PAGE	½ PAGE	1 PAGE	2 PAGES
BW (Black Ink + BW Pics)	\$150	\$275	\$425	\$800
2-color (Black + 1 other color Ink + BW Pics)	\$225	\$350	\$500	\$950
4-color (Full Color + Full Color Pics)	N/A	\$450	\$700	\$1,350

Contract Breeder Rates

(7) SEVEN-ISSUE CONTRACT – Advertise in all 7 issues of Seedstock EDGE

TYPE OF AD	1 PAGE	2 PAGES
4-color (Full Color + Full Color Pics)	\$550	\$1,000

(4) FOUR-ISSUE CONTRACT – Advertise in 4 issues of Seedstock EDGE

TYPE OF AD	1 PAGE	2 PAGES
4-color (Full Color + Full Color Pics)	\$575	\$1,125

Business Advertising Rates

Single Issue Business Rates

STANDARD RATES – All issues

TYPE OF AD	¼ PAGE	½ PAGE	1 PAGE	2 PAGES
BW (Black Ink + BW Pics)	\$275	\$400	\$550	\$1,050
2-color (Black + 1 other color Ink + BW Pics)	\$350	\$475	\$625	\$1,200
4-color (Full Color + Full Color Pics)	N/A	\$575	\$825	\$1,600

Special contracts can be made for both breeders and businesses. Contact Creative Design Coordinator, DeShea Wallace, for options.

Contract Business Rates

(7) SEVEN-ISSUE CONTRACT – Advertise in all 7 issues of Seedstock EDGE

TYPE OF AD	1 PAGE	2 PAGES
4-color (Full Color + Full Color Pics)	\$700	\$1,400

(4) FOUR-ISSUE CONTRACT – Advertise in 4 issues of Seedstock EDGE

TYPE OF AD	1 PAGE	2 PAGES
4-color (Full Color + Full Color Pics)	\$725	\$1,425

Priority Pages

Ask about special priority page pricing.

PRIORITY PAGES AVAILABLE INCLUDE:

- First page after the Table of Contents (left page)
- Opposite of Date Book (right page)
- Pick your own page

SEEDSTOCK EDGE ADVERTISING

Magazine Advertisement Bundles

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.



SEEDSTOCK EDGE ADVERTISING

NEW Digital *Seedstock EDGE* Magazine

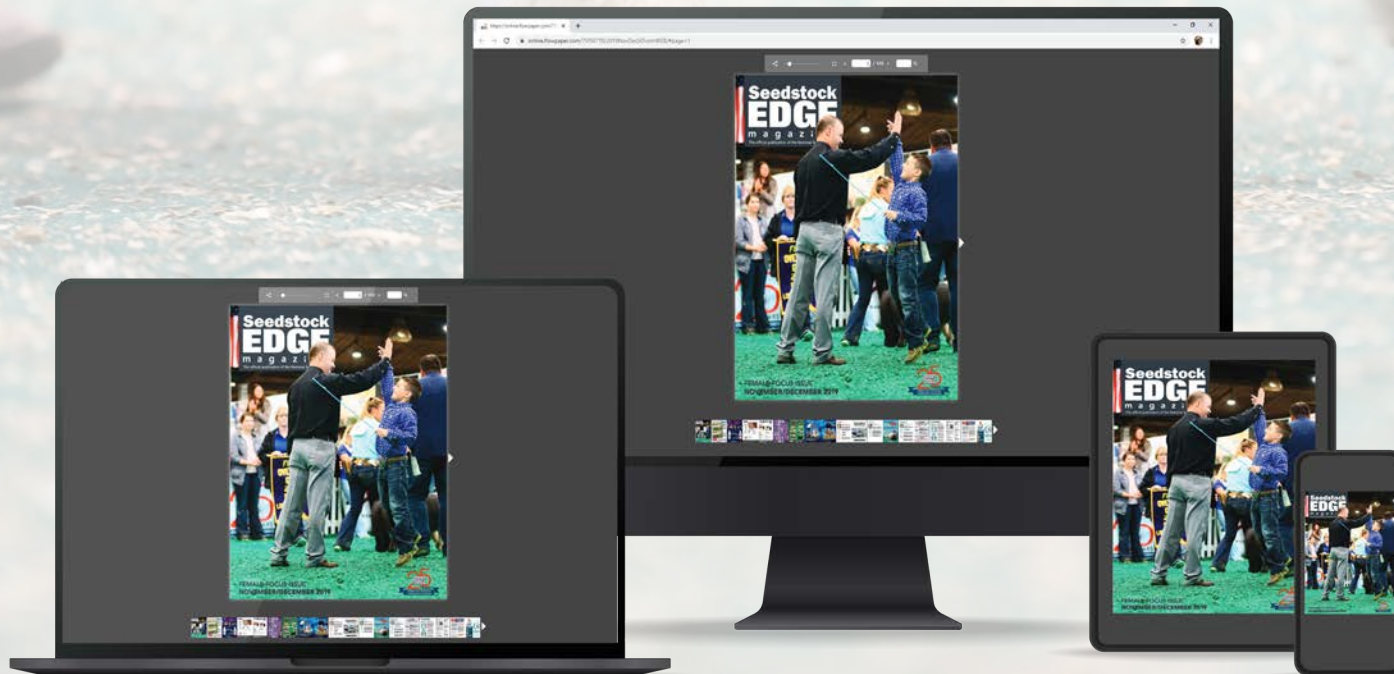
The Seedstock EDGE Media staff is now providing its membership with a digital platform to enjoy the *Seedstock EDGE* magazine. Subscribers to the *Seedstock EDGE* magazine now receive a complimentary digital issue approximately 10 days prior to getting the print version in their mailbox. The digital magazine provides a more interactive and user-friendly experience for both readers and advertisers.

At no additional cost, *Seedstock EDGE* advertisers can now amp up their magazine ads with the digital version.

ENJOY EXTRA PERKS IN YOUR DIGITAL AD SUCH AS:

- Clickable links to websites
- Direct links to online sales and lots
- Links to social media pages, emails and contact information
- Photo galleries
- Embedded video
- Endless options!

All at no additional cost! Just advertise in the *Seedstock EDGE* and the perks are all yours!



DIGITAL ADVERTISING

Advertise with The NSR Show Ring

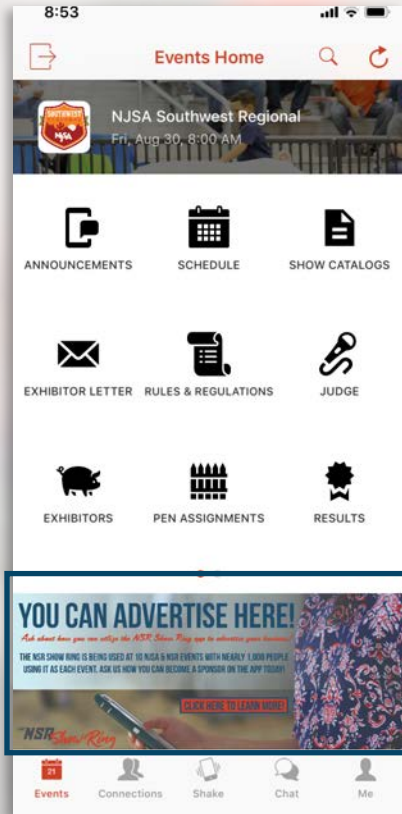
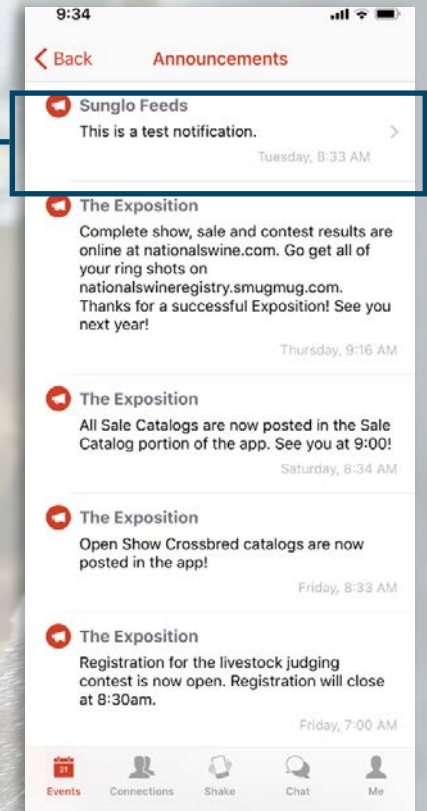


The NSR Show Ring is the official app of the National Swine Registry. The NSR Show Ring is the one-stop shop for all NSR and NJSA event schedules, reminders, announcements, catalogs and much more! The app features 10 NSR and NJSA events with 24/7 access to information for each show. Push notifications are sent to keep exhibitors in the know. App users get early access to catalogs and important information regarding events.

Push Notifications

Send personalized push notifications to event attendees via The NSR Show Ring. These push notifications will be sent from your company and can include reminders, advertisements and more. Your notification will appear on the users phone home screen as well as under the announcement icon on the app. Each notification will come from the company, have a message and link to something internally on the app or an external website.

\$50 PER NOTIFICATION



ADVERTISING WITH THE NSR SHOW RING GIVES YOU THE CHANCE TO REACH THOUSANDS OF USERS AT ONE TIME!

Banner Advertisement

Purchase a banner advertisement on The NSR Show Ring. Your banner ad will constantly scroll across the bottom of the app screen. Link to items internally on the app or to an external websites and attendees can click directly on the ad to redirect them to that location.

NUMBER OF NSR & NJSA EVENTS	PRICE
One event	\$200
Three event bundle	\$500
Five event bundle	\$700
All ten events	\$1,500

DIGITAL ADVERTISING

Email Marketing

E-Blast Design and Distribution

The Seedstock EDGE Media staff will design and distribute a properly sized e-blast. E-blasts can link to websites directly clickable from the design. E-blasts can be sent to all NSR members, NJSA members or both lists. Special lists can be created upon request.

More than 15,000 potential customers

Weekly Sales and Sites E-Blast **NEW!**

Advertise in our new weekly Sales and Sites e-blast sent to over 15,000 email addresses every Tuesday. Advertisement can include one link to a website, sale, etc. Magazine advertisers automatically get a spot in the weekly e-blast during the months they advertise at no additional cost.



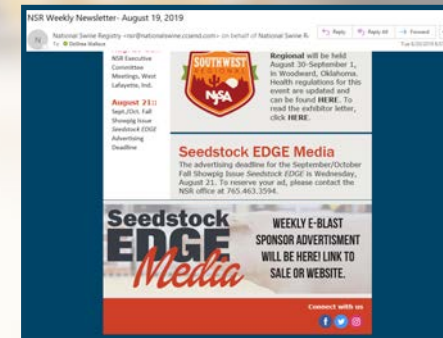
LISTS USED	PRICE
NSR + NJSA Lists (15,000+ emails)	\$500
NSR List (7,800+ emails)	\$300
NJSA List (7,200+ emails)	\$300

# OF WEEKS	PRICE
Magazine Advertisers	NO COST
One Week	\$50
One Month (4 weeks)	\$150

NSR News Weekly E-Blast Sponsor

Sponsor a month of weekly NSR News e-blasts. The weekly e-blast is sent to over 15,000 email addresses and has the most engagement from the NSR membership. Be the only advertiser in the e-blast for an entire month (4 weeks)! Advertisement includes one clickable link.

Contact DeShea Wallace for details and options.



Social Media Advertising

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. We can also consult on best posting practices and help brainstorm social media marketing strategies.

Contact DeShea Wallace or Cassie Godwin for details and options.



DIGITAL ADVERTISING

Video Production

The Seedstock EDGE Media team has full video production capabilities. Need a video to display in a booth, feature a new boar, promote your business etc., look no further! We will come and shoot footage, take photos and produce your video. Already have the material? Send it on over and we will put something eye catching together!

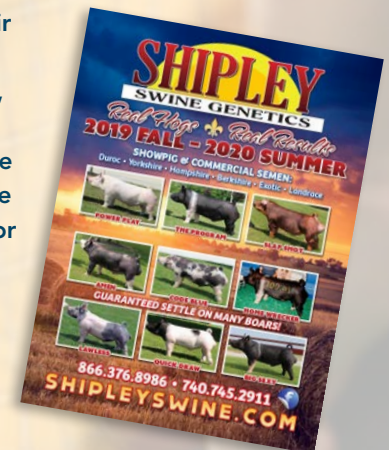
\$100 PER HOUR TO SHOOT AND/OR PRODUCE THE VIDEO



Print and/or Digital Catalogs

Catalogs are a great way to show off the livestock you have in the barn and most firms are taking their catalogs to the digital space. Just like the new digital Seedstock EDGE magazine, we can produce your catalog digitally. A digital catalog gives you so many more options that print can't offer, such as, embedded videos, direct links to sales, websites and contact information, photo galleries and more! We will still give the option to produce a print version of the catalog, but will automatically include the digital version. If you're trying to save money, do digital only and cut out the hefty printing costs while getting more bang for your buck! Digital catalogs are extremely easy to share via email, social media or a simple text message!

\$50 PER HOUR DESIGN FEE (DOES NOT INCLUDE COST OF PRINTING IF NEEDED)



PRINT ADVERTISING

Branding Package

Consistent branding is crucial for any business to be recognized. The Seedstock EDGE Media staff is here to help! The base branding package includes three logo designs to choose from, a custom color scheme, appropriate fonts to use and marketing and promotional guidelines to follow. Additional content such as e-blasts, social media posts and captions, print material and more can be included on a case to case basis.

\$150 FOR INITIAL BRAND PACKAGE



NSR Mailing List

The Seedstock EDGE Media staff will provide you with a list of mailing addresses to market your materials. Receive addresses for magazine subscribers in certain states, for certain breeders, junior members etc. There are more than 3,000 potential customers on our mailing list.

10 CENTS PER ADDRESS

PRINT ADVERTISING

Custom Print Projects

Flyers/Posters/Postcards

The Seedstock EDGE Media staff will design and layout any custom print project you have in mind! We will coordinate printing of the custom project when needed. Additionally, we will offer delivery and display of projects at NSR and NJSA events for an additional cost.

\$50 PER HOUR DESIGN FEE

(DOES NOT INCLUDE COST OF PRINTING OR DELIVERY AND DISPLAY)



Banners

The Seedstock EDGE Media staff will design and layout any custom print project you have in mind! We will coordinate printing of the custom project when needed. Additionally, we will offer delivery and display of projects at NSR and NJSA events.

\$50 PER HOUR DESIGN FEE (DOES NOT INCLUDE COST OF PRINTING)



Magazine Inserts

Include a catalog, flyer, postcard or another item polybagged or inserted in the *Seedstock EDGE* magazine and have it distributed to the same mailing list as the magazine.

Contact DeShea Wallace for options and a custom quote.

The options are endless for custom print projects! Please contact the Seedstock EDGE Media staff to discuss all of the options!

CONTACT



DeShea Wallace

Creative Design
Coordinator

765.463.3594 ext. 113
deshea@nationalswine.com



Cassie Godwin

Digital Content Manager
& Editor

765.463.3594 ext. 111
cassie@nationalswine.com

Make sure to follow us on social and stay in the know!



All contracted ads begin with the Jan./Feb./March issue of the year contracted. All contract advertising **MUST** be placed within the year contracted or account adjustments will be made. Any additional advertising above and beyond the contracted ads will be billed at the contracted rate assigned with the current year's contract.

Check the box of the contract you would like:

Contract Business Rates

(7) SEVEN-ISSUE CONTRACT - Advertise in all 7 issues
TYPE OF AD 1 PAGE 2 PAGES

4-color (Full Color + Full Color Pics) \$700 \$1,400

(4) FOUR-ISSUE CONTRACT - Advertise in 4 issues
TYPE OF AD 1 PAGE 2 PAGES

4-color (Full Color + Full Color Pics) \$725 \$1,425

Contract Breeder Rates

(7) SEVEN-ISSUE CONTRACT - Advertise in all 7 issues
TYPE OF AD 1 PAGE 2 PAGES

4-color (Full Color + Full Color Pics) \$550 \$1,000

(4) FOUR-ISSUE CONTRACT - Advertise in 4 issues
TYPE OF AD 1 PAGE 2 PAGES

4-color (Full Color + Full Color Pics) \$575 \$1,125

Farm or Business Name: _____

Contact Name (print): _____

Billing Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Email: _____

I, the undersigned, hereby agree that the contracted number of ads listed above are to be used during the next calendar year, starting in the Jan./Feb./March issue of Seedstock EDGE. I, the undersigned, agree to have all ad copy in the hands of the NSR Marketing & Communications staff by the specified deadline, outlined in the 2020 print schedule, for each issue of Seedstock EDGE.

Signature _____ Date _____

Questions? Please contact the **Seedstock EDGE** staff.

GENERAL INFORMATION

General policies

- The Seedstock EDGE (ISSN 1079-7963) is published seven (7) times per year by the National Swine Registry (American Yorkshire Club, Hampshire Swine Registry, United Duroc Swine Registry and the American Landrace Association). Subscription rates: (U.S.) \$25/yr., \$60/3 yrs., \$60/yr. 1st class; (Foreign) \$150/yr. Office of Publication is Seedstock EDGE, 2639 Yeager Road, West Lafayette, IN 47906. Phone: 765.463.3594. Printing is by Sutherland Companies, Montezuma, Iowa. Periodicals postage paid at Lafayette, Ind., and at additional mailing offices. All unsolicited articles, letters, photographs and other contributions of any type whatsoever shall become the sole property of the Seedstock EDGE, which shall have the sole right to determine whether to publish any such contribution. The Seedstock EDGE shall have the right to edit, as it shall in its sole discretion deem appropriate, any such contribution which it publishes. The Seedstock EDGE shall have the right to refuse any photos used for promotion and advertising that show evidence of image enhancement and shall have no responsibility or obligation for the return of any such unsolicited contributions.

Camera-ready advertisement specifications

- Save camera-ready files as a press-quality PDF. In this format, all fonts and images are embedded and use CMYK. All images in the file should be 300 dpi for best print quality. Each file must have 0.25 inch bleeds on each side. Send all camera-ready files to DeShea Wallace at deshea@nationalswine.com

Dropped advertisement policies

- To maintain the advertising integrity of the Seedstock EDGE, the late ad drop policy was developed by the NSR Executive Committee and will be upheld by the NSR Department of Marketing & Communications. If an advertiser reserves advertising space in the Seedstock EDGE, he or she has until three days after the ad deadline to recall the advertising space. If an ad is pulled after that time, the late ad drop policy will apply. On the first occurrence, the advertiser will receive a written explanation of the policy. On any following occurrences, the advertiser will be charged half the cost of the reserved ad space.

Position page advertisement policies

- Position pages will be available for purchase during the annual Position Page Auction. Advertisers who purchase a position page must run an advertisement in ALL SEVEN issues, and may not give their position page to another advertiser. If partners would like to purchase a page, that partnership must be part of a recognized joint herdmark, for billing purposes, and both logos must appear on each ad. Winning bidders agree to run a four-color, full page ad in every issue the Seedstock EDGE printed in 2019. Bidding is for the amount per issue (not per year) above the cost of a contracted full-page, four-color ad. The Premium Ad Position will be billed with regular Seedstock EDGE invoices. Position placement goes into effect with the 2019 Jan./Feb./March issue.

Advertisement placement policies

- Advertisers may specify their ad placement preferences, however no guarantees regarding ad placement can be made by the Seedstock EDGE staff with the exception of Position Pages. (See position page advertisement policies)

Billing policies

- Invoices will be issued and payment required at time of service. Any customers with an unpaid balance will receive a statement at the end of the month. Late fees at a periodic rate of 1.5 percent per month (which equals an annual percentage rate of 18 percent) will be charged for any unpaid balance 30 days after the statement date. Any unpaid statement greater than 60 days old will be turned over to a collection agency and reported to all credit bureaus.

Advertisement sharing policies

- Any ad designed by the Seedstock EDGE team sent to another publication, at the request of the advertiser, will be charged an additional \$50 ad share fee. If the Seedstock EDGE team designs an ad specifically for another publication, the advertiser will be charged a \$150 ad design fee.

NSR Field Representative sale service policies

- Sale representation by NSR Field Representatives is available to advertisers who run a one-page, four-color advertisement about their sale. The advertiser may include the field representative's contact information and that staff member will be available to assist with the sale advertisement and serve as ring help. The cost of this service is \$300 for firms that record less than 100 litters annually and \$200 for those that record 100 or more litters. Service is based off of staff availability.

2020 PRICING LIST

SEEDSTOCK EDGE ADVERTISING

TYPE OF AD	PRICE
Magazine Ad + Facebook Ad Bundle	Magazine ad cost + \$50 for matching Facebook ad
Magazine Ad + E-Blast Bundle	Magazine ad cost + \$150 for matching e-blast and scheduling of e-blast
Magazine Ad + Facebook Ad + E-Blast Bundle	Magazine ad cost + \$200 for matching Facebook ad and e-blast and scheduling of the e-blast

DIGITAL ADVERTISING

TYPE OF AD	PRICE
The NSR Show Ring Push Notification	\$50 per notification
The NSR Show Ring Banner Advertisement	One event- \$200 Three events- \$500 Five events- \$700 All ten events- \$1,500
E-blast design and distribution	NSR + NJSA Lists (15,000+ emails) - \$500 NSR List (7,800+ emails) - \$300 NJSA List (7,200+ emails) - \$300
Weekly Sales and Sites E-Blast	Magazine Advertisers- No Cost One week- \$50 One month- \$150
NSR News Weekly E-Blast Sponsor	Contact for info
Social Media Advertisement Design	Contact for info
Video Production	\$100 per hour shoot and produce
Catalog	\$50 per hour design (does not include printing cost)

PRINT ADVERTISING

TYPE OF AD	PRICE
Branding Package	\$150 design
NSR Mailing List	10 cents per address
Flyer, Postcards, Posters etc.	\$50 per hour design (does not include printing cost)
Banners	\$50 per hour design (does not include printing cost)
Poly bagged Item	\$2,000 plus postage
Other Magazine Insert	\$500