

Reach 100% of the pedigreed seed industry in Canada.

CSGA Website | CSGA Online Seed Locator

FOR MORE INFORMATION, PLEASE CONTACT:

www.seedgrowers.ca

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NAYLOR 
ASSOCIATION SOLUTIONS



CANADIAN SEED GROWERS' ASSOCIATION

CSGA Website

www.seedgrowers.ca

More than 3,100 visits per month!



CSGA Online Seed Locator

www.seedlocator.net

Nearly 3 pages viewed per visit!



Grow with CSGA

\$5.6 billion industry

Our members are decision makers in Canada's \$5.61 billion seed industry.

3,500 members across 9 provinces

The CSGA represents the interests of 3,500 members in 9 provinces: British Columbia, Alberta, Saskatchewan, Manitoba, Ontario, Quebec, New Brunswick, Nova Scotia, and Prince Edward Island.

Represent 100% of the industry

Our members account for 100% of the Canadian pedigreed seed industry.

Industry Snapshot

\$5.6 billion seed industry

The seed industry in Canada has an estimated total economic impact of \$5.6 billion.

\$2.5 billion pedigreed seed industry

The estimated total impact of pedigreed seed production on farms in Canada is \$2.58 billion.

\$750 million

The Canadian seed industry generates an estimated \$750 million in domestic and export sales and exports to approximately 110 countries.

1.2 million acres

Canada produces approximately 1.2 million acres of pedigreed seed each year.

**Ensure your brand stands out in
Canada's \$5.6 billion seed industry.
Contact your Naylor account
executive today!**



Sources: Agriculture and Agri-Food Canada (Canada's Seed Industry Profile), Recent study from the Canadian Seed Trade Association (CSTA)

Advertising on the CSGA Website – www.seedgrowers.ca

Advertising on the CSGA website is a great way to reach member and non-member visitors and reinforce your marketing message. Visitors log on to seedgrowers.ca to consult Canadian seed crop production regulations and procedures, see the live status of their seed crop inspections and personal CSGA accounts, learn about upcoming association events, discover ways to maximize their CSGA membership and view the latest issues of *Seed Scoop* and *Seed to Succeed*. Advertising on seedgrowers.ca offers several cost-effective opportunities to position your company as a leader in front of an influential group of seed industry professionals.

Features of CSGA website advertising:

- Directs visitors to the landing page of your choice to expedite purchases
- Year-round visibility reinforces brand recognition
- Allows dynamic, time-sensitive promotion

On average, seedgrowers.ca receives:

- More than 3,100 visits per month
- 1,700 unique visits per month
- More than 11,600 page views per month
- Nearly 4 pages viewed per visit

**Traffic numbers from July 2016 - January 2017*



Banner Positions (300 x 100 pixels)

12 months | **\$2,850**

6 months | **\$1,800**

3 months | **\$1,000**

Located on the bottom centre of the home page and the right hand side of all the interior pages of our website. There are a maximum of 3 spots available with 3 advertisers per spot.

Online Specifications - For more information, visit:
www.naylor.com/onlinespecs



Naylor charges a \$50 artwork surcharge for artwork creation or changes. This additional fee will appear on your final invoice if the artwork submitted is not publishing ready.

CSGA Online Seed Locator



About the CSGA Online Seed Locator – www.seedlocator.net

The CSGA Online Seed Locator is a user-friendly forum designed to bring suppliers and purchasers together. Available whenever you need it, the CSGA Online Seed Locator makes it easy to locate products and professional services geared to Canada's pedigreed seed industry.

A Reference at Your Fingertips:

- Cross-promoted in other CSGA communication pieces
- Optimized to drive traffic from search engines and the CSGA home page
- Efficient browsing with fewer clicks
- Users can set the Online Seed Locator as their default search engine, bringing them to your listing
- Listing directs visitors to a landing page to learn more about your business
- Google™ integration returns richer results
- Consumers come to you when they are ready to buy
- Customized listing and enhanced content

On average, the Online Seed Locator:

- Nearly 3 pages viewed per visit
- More than 4,710 page views per month!

Top Categories searched include:

- Wheat • Oats
- Barley • Peas
- Soybeans

Stats from July 2016 - January 2017



Curtain Ad – EXCLUSIVE POSITION | \$3,975 (annually)

Display your business uniquely on the home page of the Online Seed Locator. With the click of a mouse, your company's message sweeps down over the site, drawing attention and visitors to your website. 2 files required:

- Leaderboard : 954 x 75 pixels
- Billboard : 954 x 300 pixels

Leaderboard | \$2,850 (annually)

The Leaderboard appears at the top centre of every page of the Online Seed Locator. There is one space with a maximum of two advertisers rotating per position. (728 x 90 pixels)

Spotlight Tile Ad | \$1,725 (annually)

No matter what page of the Online Seed Locator visitors click on, your message will be prominently displayed in the same place every time! Six Spotlight Tile positions (two rotations per position) appear in the left column of every page on the site. (180 x 150 pixels)

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CSGA Online Seed Locator

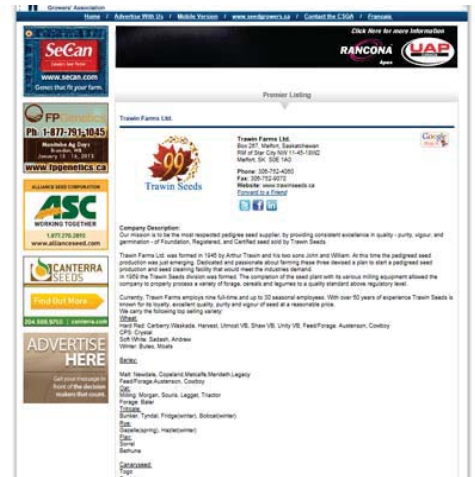


Premier Listing Package | \$275

Premier Listings are designed to offer heightened visibility within the *Online Seed Locator*. Premier Listings appear on a first-reserved, first-listed basis on top of all basic listings, ensuring they are seen first. Premier Listings contain all basic information, plus extended features below. *Includes five (5) product/service category listings of your choice. Additional category listings are \$50 each.*

Premier Listing additional features:

- Full-color company logo
- Active website, social media links, email address and up to five contacts
- Extended company profile and products and services listing
- Full-color product image and description linked to your website
- Google map of your business location
- Google site search: to search your website from your Premier Listing
- Request for information: a contact form to reach a representative from your business



Maximize the impact of your Premier Listing with these upgrades



Crop Kind Sponsorships

For companies that want to ensure top visibility within their crop kind, we offer guaranteed placement above your competitors. No scrolling required—when visitors click on a crop kind on the home page of the *Online Seed Locator*, your company is the first that they see. *Includes Premier Listing and video upgrade.*

- Crop Kind Sponsor #1 | \$475
- Crop Kind Sponsor #2 | \$425
- Crop Kind Sponsor #3 | \$375

Naylor charges a \$50 artwork surcharge for artwork creation or changes. This additional fee will appear on your final invoice if the artwork submitted is not publishing ready.

Video Upgrade

Bring your Premier Listing to life! Add a video with sound that shows your product or company in real life. Videos can run up to five minutes.

Upgrade | \$475

Online Specifications - For more information, visit: www.naylor.com/clientSupport-onlineGuidelines.asp

Premier Listing Checklist

Below is a checklist of all elements required in order to process your Premier Listing.

Full-Color Company Logo

The size of your logo should be **240 pixels wide x 120 pixels high** and no larger than 100kb. We accept JPG or GIF format. *Your logo will link to your website, so please provide the URL to which you would like your logo to link.*

Company Contacts - Up To Five

Please include **job title, phone number and email address**. *All email addresses will be hyperlinked and active.*

Company Description

This is strictly **textual information about your company**. You can include your company's mission statement or a description of the products and services you offer. No graphics are allowed in this section. The initial viewable text is 3,000 characters that can be extended upon click by an additional 3,000 characters for 6,000 characters maximum. *All text should be provided to us in a Word document that allows us to cut and paste your description to your order.*

Keep in mind that each word in your company description is searchable via the "keyword" search function. Be thorough and include all elements of the products/services you provide. We allow you to change your listing on a monthly basis. If changing your listing or adding more information, please email this to your Naylor account executive.

Website Activation

Please provide us with the **website, Facebook, Twitter and LinkedIn URLs to which your listing should link**. *Your website will be listed along with your contact information and will be included each time anyone searches for your company by the various searching capabilities available.*

Product/Service Categories

All extra information will show up under all of the categories you select. **Five category listings are included** in the initial price of the Premier Listing. *Additional category listings can be purchased for \$50 each.*

Full-Color Product Image and Description

The size of your product photo should be **240 pixels wide x 240 pixels high** and no larger than 100kb. We accept JPG or GIF. *Please provide the URL to which you would like your product image to link.* You can also include a brief product description (500 characters maximum) that will appear next to the product image.

Video Upgrade - (OPTIONAL)

Your video should run no longer than five minutes. We accept the following video formats: .avi (Audio Video Interleave), .mov (Apple QuickTime Movie), .mp4 (MPEG-4 Video File), .mpg (MPEG Video File), .qt (Apple QuickTime Movie), .rm (Real Media File), and .wmv (Windows Media Video File). Video dimensions should be 400 pixels by 300 pixels.

Once we receive all elements of your Premier Listing, we will post it to the site on a first-come, first-listed basis. Your one-year time frame begins the day we post your listing. Feel free to contact your Naylor account executive should you have any questions or concerns. We look forward to getting you posted on the site. Thank you.