



**FARMING**  
SMARTER

We change the way people farm



# Partnership Opportunities 2023

2023

# Partnership Bundles

## Platinum \$25,000

- Lunch sponsor for in person events (one conference day & 2 field days)
- Title sponsor for one digital event (Pesticide Applicator Workshop OR Global Crop Production Conference)
- Trade show booth at Farming Smarter Conference
- 6 event passes for each event
- Benefits associated with lunch & title sponsorships included
- ½ page ad in 2023 Farming Smarter Magazines (2 editions)
- Banner in Farming Smarter e-news and event notices (7 times)

**17% off**

## Gold \$20,000

- Lunch sponsor for one day of conference
- Beer or coffee sponsor for field days
- Title sponsor for one digital event (Pesticide Applicator Workshop OR Global Crop Production Conference)
- Trade show booth at Farming Smarter Conference
- 5 event passes per event
- Benefits associated with lunch, coffee/beer & title sponsorships included
- ½ page ad in 2023 Farming Smarter Magazines (2 editions)
- Banner in Farming Smarter e-news and event notices (7 times)

**5% off**

## Silver \$15,000

- Breakfast sponsor for one day of conference
- Topic/Speaker sponsor for field days
- Topic/Speaker sponsor for digital event (Pesticide Applicator Workshop & Global Crop Production Conference)
- Trade show booth at Farming Smarter Conference
- 4 event passes per event
- Benefits associated with breakfast & topic/speaker sponsorships included
- ½ page ad in 2023 Farming Smarter Magazines (2 editions)
- Banner in Farming Smarter e-news and event notices (7 times)

**4% off**

## Program Partner \$5,000

- Exclusive marketing to our subscribers across email newsletter, social media, in-person events, etc.
- 1 Trade show booth for annual Farming Smarter Conference
- 1 event pass per event
- Recognition at every event
- Logo placed on our Fence of Fame seen by >700 visitors annually
- Logo placement at the bottom of every email newsletter and event page
- 1 free ad placed in our email newsletter to subscribers
- Centre page spread listing in Spring Farming Smarter Magazines

# IN PERSON EVENT OPTIONS

## ► LUNCH

**\$7,500**

- We introduce you before lunch and you may offer a few words of gratitude before everyone eats
- Your brand/logo displayed on main screens during lunch and in cycle during breaks (Conference only)
- Sponsor-Supplied Banner or signage in prominent location during lunch
- 3' x 2' sign hanging from main conference room ceiling with your logo (Conference only)
- Your logo on starting banner of event videos
- Logo on agendas in both digital and print
- Hyperlinked logo on the event post to a website of your choosing
- Recognized for sponsorship in event promo emails
- Customized social media post recognizing your sponsorship
- Sponsor-supplied branded napkins
- Four (4) complimentary registrations
- May provide promotional items to event participants

*You know the saying, "The way to a person's heart is through their stomach."*

*Win all the hearts by buying them lunch! We make sure the meal is memorable and that people know you fed them.*

## ► BREAKFAST Farming Smarter Conference Only

**\$5,000**

- We introduce you before breakfast and you may offer a few words of gratitude before everyone eats
- Your brand/logo displayed on main screens during breakfast and in cycle during breaks
- Sponsor-supplied banner or signage in prominent location during breakfast
- 3' x 2' sign hanging from main conference room ceiling with your logo
- Your logo on starting banner of conference videos
- Logo on the conference agendas in both digital and print
- Hyperlinked logo on the event post to a website of your choosing
- Recognized for sponsorship in event promo emails
- Customized social media post recognizing your sponsorship
- Sponsor-supplied branded napkins
- Two (2) complimentary registrations
- May provide promotional items to conference participants

*They say, "breakfast is the most important meal of the day."*

*Be important to our conference goers by supplying that all important meal!*

## ▶ COCKTAIL HOUR Farming Smarter Conference Only

\$5,000

- Your brand/logo fixed on main screens during event
- 3' x 2' sign hanging from main conference room ceiling with your logo
- Each beverage station will have your brand signage
- Your logo on starting banner of conference videos
- Logo on the conference agendas in both digital and print
- Hyperlinked logo on the event post to a website of your choosing
- Recognized for sponsorship in event promo emails
- Customized social media post recognizing your sponsorship
- Two (2) complimentary registrations
- May provide promotional items to conference participants

*You can get the party started! At the end of a long day of learning, give our conference attendees some appetizers and one drink. We let everyone know who's buying and make sure they remember.*

## ▶ JOHN BEERE SPONSOR Field Days

\$3,000

- Verbal recognition during event
- Sponsor-supplied banner or signage in prominent location
- Logo on agendas in both digital and print
- Hyperlinked logo on the event post to a website of your choosing
- Recognized for sponsorship in event promo emails
- Two (2) complimentary registrations
- May provide promotional items to event participants



*Take this exclusive opportunity to fill our John Beere for lunch time refreshment and win accolades from all present!*

## ▶ COFFEE SUPREME

\$3,000

- Your brand/logo on main screens cycled during breaks (Conference only)
- Sponsor-supplied banner or signage at each station
- Logo on agendas in both digital and print
- Hyperlinked logo on the event post to a website of your choosing
- Recognized for sponsorship in event promo emails
- Two (2) complimentary registrations
- May provide promotional items to event participants

*Ahhh, coffee... "If it wasn't for coffee, I'd have no discernible personality at all." David Letterman. Bring personality to our event! You buy coffee, tea, juice, and pop for one day.*

## ▶ SESSION/SPEAKER SPONSOR

**\$2,000**

- You may introduce speaker or verbal recognition by event emcee
- Logo on agendas in both digital and print
- Hyperlinked logo on the event post to a website of your choosing
- One (1) event registration
- May provide promotional items to event participants

*Pick one of our amazing speakers or session/topics to highlight your organization.*

## ▶ TRADE SHOW BOOTH Farming Smarter Conference Only

**\$1,000**

- 10' x 10' exhibitor booth
- Standard booth skirted table with 2 chairs
- Wifi & power

*Place yourself on the conference commons! Take advantage of the space as a personal avenue to connect to the audience. Make your booth stand out with pop-up banners, equipment displays, video or whatever you want*

## ▶ 4-H AUCTION DONATION Farming Smarter Conference Only

- This very popular feature of our conference offers you an opportunity to show your generosity toward the community and future agriculture industry leaders. Conference attendees love perusing the offerings and take the charge in lively bidding wars with successful shopping during the conference. It brings an aspect of fun and diversion when they want a break from the learning.

## ▶ DOOR PRIZE

- Be a hero and offer attendees a chance to win a cool door prize!

# DIGITAL EVENT OPTIONS

## ▶ TITLE SPONSOR This event brought to you by...

\$5,000

- Recognized for sponsorship in event promo emails
- Customized social media post recognizing your sponsorship
- Verbal recognition during event
- Your brand/logo highlighted on screen in cycle during breaks
- Your logo on starting banner of event videos
- Logo on the conference agenda (digital)
- Hyperlinked logo on the event post to a website of your choosing
- Five (5) event registrations

## ▶ SESSION/SPEAKER SPONSOR

\$2,000

- You may introduce speaker or verbal recognition by event emcee
- Logo on agendas in both digital and print
- Hyperlinked logo on the event post to a website of your choosing
- One (1) event registration
- May provide promotional items to event participants

*Pick one of our amazing speakers or session/topics to highlight your organization.*

## ▶ DIGITAL EVENT SPONSOR

\$1,000

- Hyperlinked logo on the event post to a website of your choosing
- Your brand/logo highlighted on screen in cycle during breaks
- Two (2) event registrations

# OPEN FARM DAY OPPORTUNITIES

## ▶ WAGON SPONSORSHIP

\$2,500

- Recognized for sponsorship in event promo emails
- Banner/sign on trailer
- Sponsor-supplied branded water in cooler on trailer
- Logo on map/agenda in both digital and print
- Customized social media post recognizing your sponsorship
- Opportunity to connect with all participants during the ride
- Hyperlinked logo on the event post to a website of your choosing
- May provide promotional items to event participants

## ▶ LEARNING CENTRE SPONSORSHIP

\$1,500

- Recognized for sponsorship in event promo emails
- Logo on map/agenda in both digital and print
- Customized social media post recognizing your sponsorship
- Opportunity to connect one-on-one with participants
- Hyperlinked logo on the event post to a website of your choosing
- May provide promotional items to event participants

*Bring a minimum 20x20 tent (branded for visibility). Opportunity to present a learning outcome to participants.*



# Land where people will see you!

## Farming Smarter Magazine



## 2023 Rate card & Advertising Details

**The Farming Smarter** Magazine is the official publication of Farming Smarter Association, delivered to 10,000 households and read by innovative farmers & industry professionals. It is a trusted source for regional adaptation of profitable and resilient crops, cropping systems and agronomic practices. Advertising with us builds your brand awareness, resulting in sales.

**Farming Smarter** exists to drive agriculture innovation at the farm level. We invite anyone interested in agriculture innovation to work with us and together we can change the way people farm.

### Over 10,000 copies distributed via Alberta Farmer Express

- Advertisers will appear in one of our monthly eNews mailouts with a banner ad linked to a URL of their choice with purchase of a Half Page ad or larger
- 53% of our 2,129 enews subscribers rate as often engaged and we have an above average industry open rate (34%)
- Our demographics include farmers, agronomists, industry representatives and government

Ad Sizes	Non-Bleed Dimensions	Bleed Ad Dimensions	1 issue	2 issues	Bonus Banner ad in Farming Smarter eNews
Inside Front Inside/ outside back page	7.25 x 10	8.625 x 11.25	\$1510	\$2960	✓
Two-page spread	15.37 x 10	16.75 x 11.25	\$2850	\$5400	✓
Full page	7.25 x 10	8.625 x 11.25	\$1450	\$2842	✓
1/2 page vertical	3.5 x 10	4.125 x 11.25	\$845	\$1656	✓
1/2 page horizontal	7.25 x 5	8.625 x 5.75	\$845	\$1656	✓
1/4 page	3.5 x 5	NA	\$615	\$1205	
1/8 page	3.25 x 2.5	NA	\$375	\$735	

Magazine Trim Size: 8.125" x 10.75" • Ad sizes shown in inches width x height  
 • A minimum of .25" of bleed is required outside of trim size for bleed ads • Rates are Net



## Digital Artwork Specifications

**Security Margin:** Please keep all type inset .25" from trim dimensions.

**Printing Specifications:** Heat set web. Line screen: 150. Dot gain: 20%.

**Colour Guidance:** An accurate colour proof must accompany all advertising materials. In the absence of a colour proof, publisher will not be held responsible for unsatisfactory colour reproduction.

**Electronic Material:** Electronic files must arrive in press-ready (high res X1A file) Acrobat PDF format (8.0 compatible). When saving a file in PDF format ensure ALL fonts are embeded and limit photo resolution to 300 dpi. Color ads must have CMYK, RGB images are not acceptable. Files must be sent electronically by e-mail to [ads@fbcpublishing.com](mailto:ads@fbcpublishing.com) OR uploaded by ftp to [vip.fbcpublishing.com](ftp://vip.fbcpublishing.com)

### Send Ad Materials To:

Ad Services Co-ordinator  
[ads@fbcpublishing.com](mailto:ads@fbcpublishing.com)



Mailing:  
**Farming Smarter**  
C/O Glacier FarmMedia  
1666 Dublin Avenue,  
Winnipeg, MB R3H 0H1



Phone: **204.944.5765**  
Fax: **204.944.5562**

FTP: <http://vip.fbcpublishing.com>

## Advertising Contact

### Alexi Kubeczek

Phone: **403-317-0022**

Cell: **403-915-6046**

Email: [alexi@farmingsmarter.com](mailto:alexi@farmingsmarter.com)

## Issue Dates & Deadlines

### March 20th Edition:

Space/Material Deadline: February 10, 2023

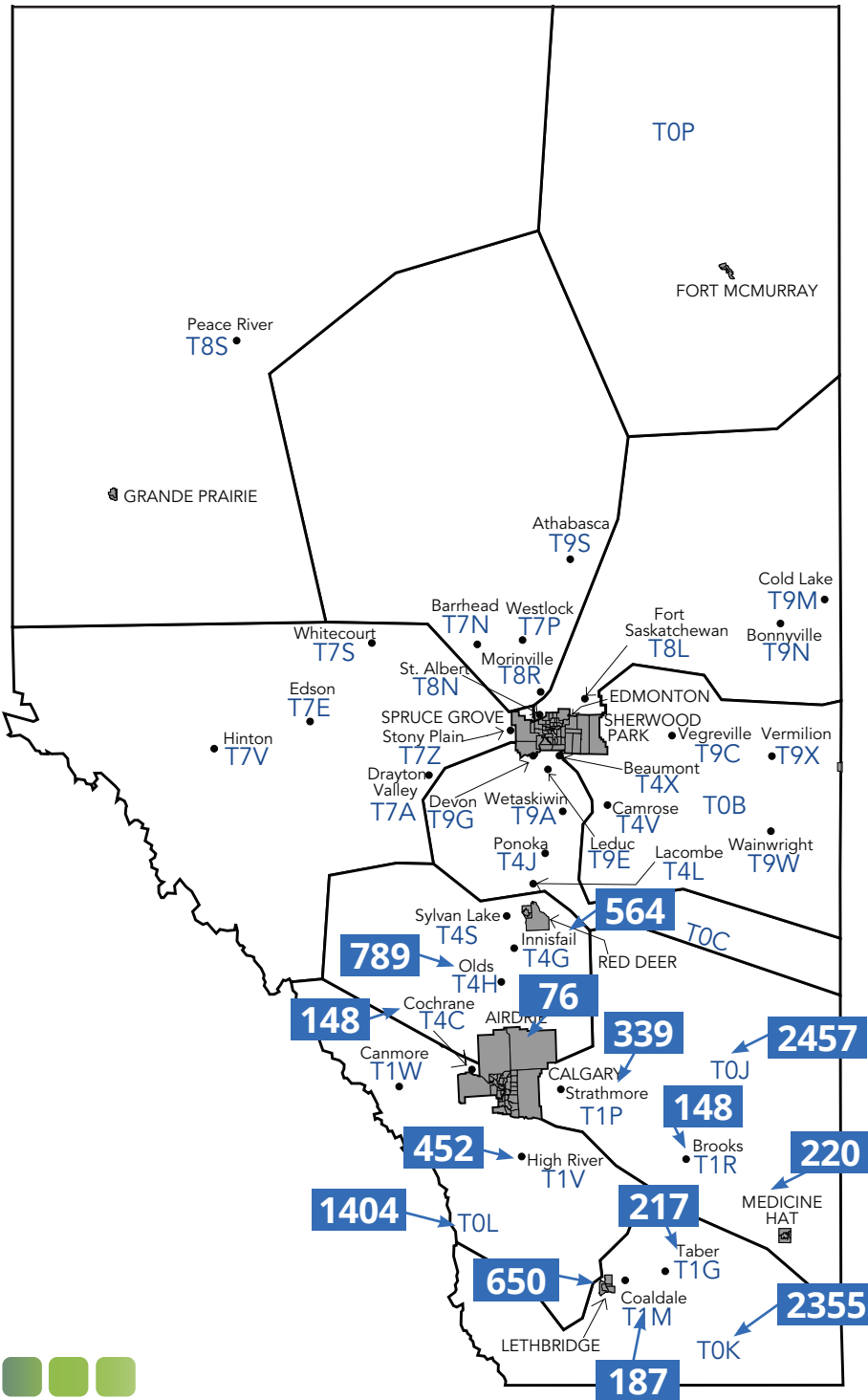
### October 30th Edition:

Space/Material Deadline: September 29, 2023





# Distribution



All of T0J	2,457
All of T0K	2,355
All of T0L	1,404
Brooks T1V	148
Calgary T4G	76
Coaldale	187
Cochrane	148
High River T1V	452
Lethbridge	650
Medicine Hat	220
Strathmore T1P	339
Taber T1G	217
Okotoks T1S	126
Olds T4H	789
Innisfail T4G	564
<b>TOTAL</b>	<b>10,132</b>

# 2023 Event Schedule



**February 15 & 16**

Farming Smarter Conference & Trade Show



**March 23**

Pesticide applicator workshop



**June 15**

Field School



**July 13**

Plot Hop



**August 19**

Open Farm Day



**December 13**

Global Crop Production Conference

**FARMING**  
SMARTER



[www.farmingsmarter.com](http://www.farmingsmarter.com)

# BOOKING FORM

## PARTNERSHIP PACKAGES

- Platinum Partner – \$25,000       Gold Partner - \$20,000       Silver Partner - \$15,000       Program Partner - \$5,000

## IN PERSON EVENTS See full descriptions on previous pages

### Conference – Feb 15/16, 2023

- Breakfast \$5,000 – Feb 15 OR Feb 16  
 Lunch \$7,500 – Feb 15 OR Feb 16  
 Cocktail Hour \$5,000 – Feb 15  
 Coffee \$3,000  
 Session/Speaker \$2,000  
 Trade show booth \$1,000  
 Door prize  
 4-H auction donation

### Field School – June 15, 2023

- N/A  
 Lunch \$7,500  
 Beer \$3,000  
 Coffee \$3,000  
 Session/Speaker \$2,000  
 Trade show booth \$1,000  
 Door prize  
N/A

### Plot Hop – July 13, 2023

- N/A  
 Lunch \$7,500  
 Beer \$3,000  
 Coffee \$3,000  
 Session/Speaker \$2,000  
 Trade show booth \$1,000  
 Door prize  
N/A

## DIGITAL EVENTS

### Pesticide Applicator workshop – Mar 23, 2023

- Title Sponsor \$5,000  
 Session/Speaker \$2,000  
 Event Supporter \$1,000

### Global Crop Production Conference – Dec 13, 2023

- Title Sponsor \$5,000  
 Session/Speaker \$2,000  
 Event Supporter \$1,000

## OPEN FARM DAY (OFD) – AUGUST 19, 2023

- Wagon sponsor – 2,500       Lunch Sponsor - \$2,500       Learning Centre Sponsor - \$1,500

## FARMING SMARTER MAGAZINE ADVERTISING

### Ad Size

### 1 Issue

### 2 Issues

### Digital Ad Included

- Inside Front, Inside/Outside back page  
2-page spread  
Full page  
½ page verticle  
½ page horizontal  
¼ page  
⅛ page

- \$ 1,510  
 \$ 2,850  
 \$ 1,450  
 \$ 845  
 \$ 845  
 \$ 615  
 \$ 375

- \$ 2,960  
 \$ 5,400  
 \$ 2,842  
 \$ 1,656  
 \$ 1,656  
 \$ 1,205  
 \$ 735

- Yes  
Yes  
Yes  
Yes  
Yes  
No  
No

## AGRONOMY TRAINING/PROFESSIONAL DEVELOPMENT

### Digital Learning (Online Content)

\$250 x \_\_\_\_\_ No.# Subscriptions = \$ \_\_\_\_\_

### Agronomy Smarts (Live Event Access & More)

\$1000 x \_\_\_\_\_ No.# Subscriptions = \$ \_\_\_\_\_

We have multi-learner packages to match your team's agronomy training needs. Contact for more details: [alexi@farmingsmarter.com](mailto:alexi@farmingsmarter.com)

COMPANY \_\_\_\_\_ ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ PROVINCE \_\_\_\_\_ POSTAL CODE \_\_\_\_\_ PHONE \_\_\_\_\_

CONTACT PERSON \_\_\_\_\_ EMAIL \_\_\_\_\_

VISA     MASTERCARD \_\_\_\_\_ EXPIRY DATE \_\_\_\_\_ CV CODE \_\_\_\_\_  Invoice us