



# MODERN AGRICULTURE

BRITISH COLUMBIA'S AGRICULTURE MAGAZINE

## OUR VISION

Modern Agriculture was founded by a group of forward-thinking students and farmers who are interested in exploring the technology and techniques that shape today's agricultural industry. Our team includes 3<sup>rd</sup> generation farmers with education ranging from agri-business to domestic and international business, who have each devoted their efforts to BC's agriculture industry.

VISION

## THE CONTENT

The content we provide in our publication is focused on providing farmers and professional growers with the knowledge of other industries in the Lower Mainland, along with up-to-date research information on their specific industry. Its purpose is to ensure that readers have access to breakthrough industry information relevant to their everyday agricultural goals. This will keep them engaged, ensuring readers are paying close attention to all of the content - including your advertisement.

CONTENT

All content will be seamlessly integrated, with relevant articles and advertisements side by side. We understand that having great content is the best way to promote our brand and our sponsors, and we therefore focus on providing the freshest, most engaging material possible.

## EXTENSIVE DISTRIBUTION

We allocate magazines throughout the Lower Mainland with a strategic distribution method. Modern Agriculture Magazine has taken extra steps to ensure your advertisement is reaching your intended target market. Through a close partnership with Canada Post we deliver the magazine directly to the homes of your potential customers. All ads will be included not only in print, but also in the online version available on our website 24/7, 365 days a year.

REACH

### CONTACT INFORMATION

advertising@  
modernagriculture.ca

Modern Agriculture Magazine is  
issued by:

**Modern Media Group Ltd.**  
PO Box 13003 Highstreet PO  
Abbotsford, BC V0T 0C4  
Canada

This competitive advantage ensures that your advertisement is seen by the market that matters most to you.

# RATES AND SPECIFICATIONS

## Advertisement Options



Artwork must be saved in CMYK format with a minimum resolution of 300 dpi. For full size, full bleed ads a bleed of 0.125 inches is required. Ensure that all fonts and images are embedded in your file. Preferred file formats are: Press-ready PDF file (with crop/bleed marks) Adobe InDesign (packaged), PSP file (layered), high-res JPEG or TIFF. If an ad is being created by us for you, there are a maximum of 3 revisions to the ad. Any errors within the advertisement are not the responsibility of the publisher. All advertisements are accepted and published by the Modern Media Group Ltd. upon the representation that the agency and/or advertiser are authorized to publish the entire contents and subject matter thereof.

Advertisers will receive and electronic proof of their ad (to scale) prior to print, as well as a complimentary issue of the magazine.

## Advertisement Rates

Option	Size (W x H)	1 x	2 x	3 x	4 x
Back Cover	8.75 x 11.25"	1,950	1,850	1,750	1,650
Inside Front	8.75 x 11.25"	1,850	1,750	1,650	1,550
Inside Back	8.75 x 11.25"	1,850	1,750	1,650	1,550
Double Page Spread	17.25 x 11.25"	3,400	3,200	3,000	2,800
Full Page with bleed	8.75 x 11.25"	1,700	1,600	1,500	1,400
Full Page no bleed	7.5 x 10"	1,700	1,600	1,500	1,400
2/3 Page Vertical	4.9 x 9.675"	1,250	1,175	1,075	1,000
1/2 Page Vertical	4.9 x 7.5"	1,000	925	850	775
1/2 Page Horizontal <sup>1</sup>	7.5 x 4.85"	1,000	925	850	775
1/3 Page Vertical <sup>1</sup>	3 x 9.675"	800	725	650	600
1/3 Page Horizontal <sup>1</sup>	7.5 x 3"	800	725	650	600
1/3 Page Block <sup>1</sup>	4.9 x 4.5"	800	725	650	600
1/4 Page Horizontal <sup>1</sup>	7.5 x 2.25"	600	550	500	450
1/4 Page Block <sup>2</sup>	3.625 x 4.875"	600	550	500	450

### Please Note:

Secured positioning available upon request and availability. A 10% fee is required for secured positioning.

Multiple issues must be booked in advance.

Back cover, Inside Front or Inside Back placements are available at a first-come-first-serve basis only, and no guarantees can be made.

All prices in listed without applicable taxes (5% GST).

<sup>1</sup> May be placed with other ads rather than within text.

<sup>2</sup> Can only be placed with other ads and/or images. For technical reasons, placement within articles is not possible.

## Booking/Submission Deadlines



**February Edition:**  
**May Edition:**  
**August Edition:**  
**November Edition:**

Book ad space by **December 31**  
 Book ad space by **March 31**  
 Book ad space by **June 30**  
 Book ad space by **September 30**

Submit press-ready ad by **January 5**  
 Submit press-ready ad by **April 4**  
 Submit press-ready ad by **July 4**  
 Submit press-ready ad by **October 3**

# RATES AND SPECIFICATIONS

## MODERN AGRICULTURE Online Directory

Promote your business - target new customers and clients - get results.

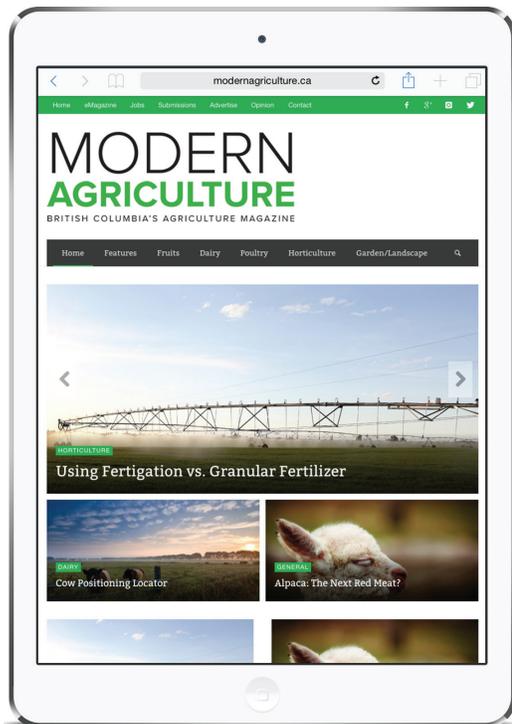
With MODERN AGRICULTURE, you now have three convenient ways for potential customers and clients to find your business:

1. MODERN AGRICULTURE MAGAZINE in print
2. MODERN AGRICULTURE Digital Magazine
3. MODERN AGRICULTURE Online Directory

Your listing in our online directly will include:

- Your company logo
- Your website (live link)
- Your address, phone numbers and email (live link)
- A map with your company's location
- Company Info (up to 50 words)
- 3 category tags\*

**ONLY  
\$ 350 FOR  
A WHOLE  
YEAR**



### Benefits

Statistics show that more than 85% of all purchases start from an online search. This means that every business that wants to remain relevant in today's market needs to have a way of advertising itself in an online portal. Online directories have become a favorite place to start, especially for small businesses that do not have an extended budget. Not everyone will use an online directory to find out about certain products and services. Normally, the people who use the directories have a clear goal in mind as to the kind of business they are looking for. This is what makes it possible to aim or target on a certain market when a company is listed in an online directory. The majority of the traffic that comes to the business website is for interested buyers.

- Great SEO (search engine optimizers)
- Be searchable online, even without a website
- Promote your business

### Cost

A listing in our online directory is **only \$ 350 per calendar year.**

If you want your company to be featured on the front page of our directory, please add \$ 150/year. This ensures that your company logo will also be visible on our MODERN AGRICULTURE landing site, where it will rotate with other logos throughout the whole year.

### \*Category Tags:

- |                              |                     |                        |                      |                   |
|------------------------------|---------------------|------------------------|----------------------|-------------------|
| • Accounting                 | • Farm Management   | • Equipment            | • Post Harvest       | • Machinery       |
| • Printing & Design Services | • Fencing           | • Legal                | • Real Estate        | • Trailers        |
| • Associations & Government  | • Fertilizer        | • Consultants          | • Refrigeration      | • Law             |
| • Tanks & Containers         | • Financial         | • Nursery Supplies     | • Safety & Supplies  | • Real Estate     |
| • Employment Services        | • Food Processing   | • Structure            | • Seeds              | • Excavating      |
| • Farm Equipment             | • Construction      | • Packaging Containers | • Software           | • Septic Services |
|                              | • Insurance         | • Propogator           | • Soil               | • Land Service    |
|                              | • Irrigation        | • Pesticides           | • Spreaders          |                   |
|                              | • Labels & Labeling |                        | • Storage & Shipping |                   |

Let us know if we missed your category, and we will add it.

