

ALBERTA farm & ranch

2012 MEDIA PLANNER



included inside:

directory statistics
advertising rates
order forms

The Who's Who of farming, ranching, agri-business and agriculture related services

2012 MEDIA PLANNER

Advertising: Be Seen

Reaching your audience has never been easier and more effective than it is with the Alberta Farm & Ranch Directory. This year's directory will contain nearly 1000 listings! This means the directory will be of even greater value to the reader, increasing views beyond **270,000**.

Advertisers can choose from a variety of layout and placement options. Premium full colour spots include the back cover, front and back inside covers and centre spreads. Beyond these, advertisements can be purchased in either B&W or full process colour.

As an added bonus, all print advertisers will receive an Enhanced Listing free of charge, directing further traffic to your print advertisement. Also, benefit from an online presence with **free** and automatic inclusion in our downloadable PDF and digital magazine versions of the directory.

Don't miss your **opportunity** to advertise in rural Alberta's most comprehensive and referenced directory. Unlike many other alternatives, we limit our print advertising to a maximum of 1/3rd of the total directory content. This ensures our advertisers are not lost in a sea of ads. Purchase one of the limited advertising spots available in the Alberta Farm & Ranch Directory today!

Listing: Be Noticed

Can't afford a print advertisement, but still want to ensure your organization receives the exposure it needs? Our suite of listing options are just the right solution. They provide a great way to **build brand awareness** and ensure your customers know how to contact you. And don't forget, all listings are included automatically in our **free** downloadable online PDF and digital magazine versions of the directory.

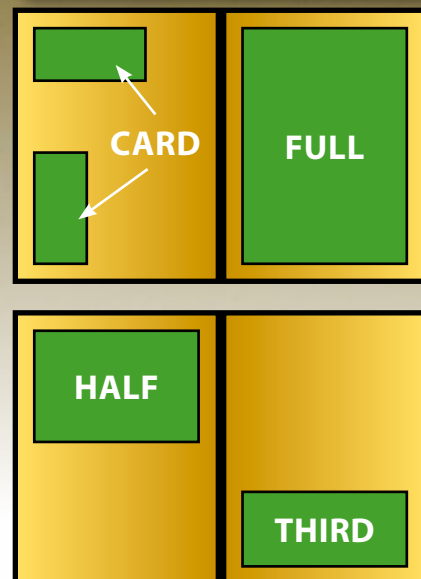
The Premium Listing provides great **logo recognition** while also giving you plenty of room to list additional information about your organization.

Additional features can be added on an "a la cart" basis to all of our listing packages.

Also, as an added bonus, those who order a print advertisement will receive an Enhanced Listing at no additional charge, directing readers to the page in which your print advertisement is located.

All not-for-profit organizations will be given Basic Listings **free** of charge, space permitting.

AD SIZES



BASIC LISTING

Alberta Community and Co-operative Association

#104, 5013 – 48 Street
Stony Plain, AB T7Z 1L8
P: (780) 963-3766

ENHANCED LISTING

Alberta Community and Co-operative Association

#104, 5013 – 48 Street
Stony Plain, AB T7Z 1L8
P: (780) 963-3766
E: acca@acca.coop
W: www.acca.coop

PREMIUM LISTING



Alberta Community and Co-operative Association

#104, 5013 – 48 Street
Stony Plain, AB T7Z 1L8
P: (780) 963-3766
E: acca@acca.coop
W: www.acca.coop

Strengthening Alberta communities through co-operative and agricultural awareness, training and development.

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OUR READERS, YOUR MARKET

You may be asking yourself "is the Alberta Farm & Ranch Directory's reader in our target market?" Well we've done the necessary research and if you want to reach rural Alberta, this directory is for you!

When rural Albertans need to find information regarding agriculture and rural services, they turn to The Alberta Farm & Ranch Directory more often than any other agriculture directory or product guide.

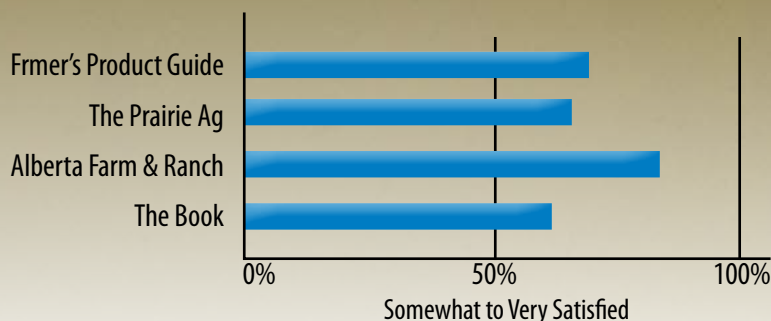
"So, why do so many reach for the Alberta Farm & Ranch Directory?" Three reasons:

1. It's comprehensive! No other directory comes close to matching the sheer number of valuable listings (2012's edition will contain close to 1000 listings!).
2. Brand recognition! The Alberta Farm & Ranch Directory has been serving rural Alberta for 39 years. Longer than most of the alternatives put together!
3. It's targeted! The Alberta Farm & Ranch Directory is designed for rural Alberta and those engaged in agriculture.

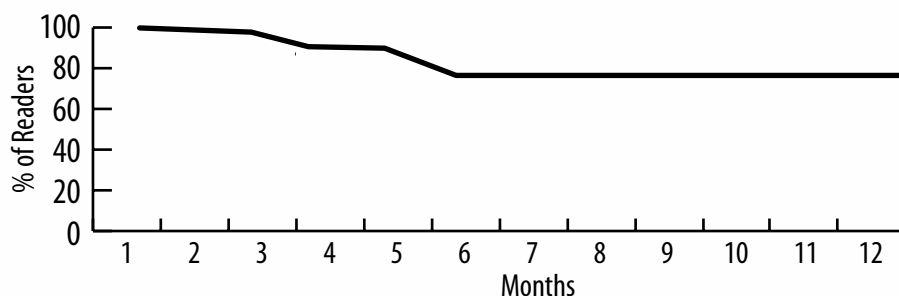
If your organization would like more information on who our readers are and how we can reach your audience better than the alternatives, feel free to call one of our sales representatives.

1-888-628-6602

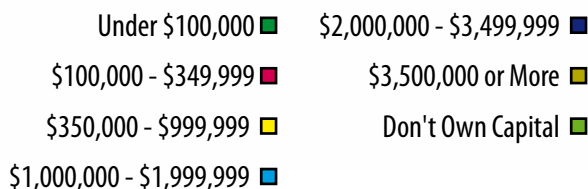
OUR READERS ARE MOST SATISFIED WITH THE ALBERTA FARM & RANCH DIRECTORY



NEARLY 80% OF OUR READERS RETAIN THE DIRECTORY FOR THE WHOLE YEAR



THE AVERAGE READER HAS \$1.7 MILLION IN FARM CAPITAL



Reader Profile

- 77% of our readers are MALE
- 98% of our readers are INVOLVED in the AGRICULTURAL INDUSTRY
- 81% describe themselves as PRIMARY PRODUCERS
- 67% of our readers have LIVESTOCK or HORSES
- The AVERAGE AGE of our reader is 55
- 84% raise CROPS

2012 MEDIA PLANNER

SUBMITTING YOUR ADS

- File Format: High-resolution, press-optimized PDF (all fonts and graphics embedded)
- Email to sales@farmandranchdirectory.com
- No extensions to the closing date are allowed. No cancellations or changes in space reservations will be accepted after the closing date.

WORKING WITH DRIVE SOLUTIONS CORP

- We will provide you with an exclusive account executive.
- We offer a full suite of advertisement and graphic design services to ensure your message delivers impact.
- We are experts in agriculture and rural focused marketing and communications.



View past editions of the
Alberta Farm & Ranch Directory at
www.farmandranchdirectory.com

THE PUBLICATIONS

- Alberta Farm and Ranch Directory is an 8" x 10 1/2" full colour directory published once a year.
- Each issue includes informative articles, an Alberta events calendar, and an extensive listing of farm and ranch related contacts.
- Premium advertising positions are awarded on a first-come basis.
- Deadline for advertising and listing insertion is December 16, 2011 (the closing date).
- Publication is distributed to Alberta farms February/March

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Published by drive solutions

P/F: 888.628.6602 • sales@drivesolutions.ca

Organization: _____ Your Name: _____

Address: _____
(Street) (City) (Province) (Postal code)

Phone: _____ Fax: _____ Email: _____

DISPLAY ADVERTISEMENTS

TYPE	AD SIZE	PRICE	COST
Card	4.5" x 2" V or 2" x 4.5" H (b&w)	\$195	
	4.5" x 2" V or 2" x 4.5" H (colour)	\$285	
Third Page	4.5" x 5" (b&w)	\$495	
	4.5" x 5" (colour)	\$775	
Half Page	7" x 5" (b&w)	\$695	
	7" x 5" (colour)	\$995	
Full Page (excluding centre page)	7" x 10" (b&w)	\$1,295	
	7" x 10" (colour)	\$1,695	
Centre Spread	15" x 10" (colour)	\$4,995	
Full Covers	#1 Back Cover	\$2,995	
	#2 Inside Front Cover	\$2,495	
	#3 Inside Back Cover	\$2,495	

All advertisers receive complimentary enhanced listing at no extra charge

Advertising Total _____ A

DIRECTORY LISTINGS

LISTING OPTIONS	PRICE	COST
BASIC Listing – Available to not-for-profit organizations only	Free	
ENHANCED – Outline Box, Bold Name, Email, Website	\$49.95	
PREMIUM – Outline Box, Bold Name, Email, Website, Logo, Four Extra Lines of Text	\$79.95	
Four Additional Lines of Text – multiple sets of 4 lines available	\$24.95	
Additional Category Listing – Same information as first listing	\$24.95	
Website – Hyperlink is included free of charge in online PDF version	\$24.95	
Logo/Image – Size restrictions apply	\$24.95	

Listing Total _____ B

Subtotal _____ A+B

5% GST _____ C

Total Due _____ A+B+C

(Your invoice will follow shortly.)

**FAX ORDER TOLL FREE TO 888-628-6602 OR
 EMAIL SALES@FARMANDRANCHDIRECTORY.COM
 ALL ORDERS MUST BE RECEIVED BY DECEMBER 16, 2011**

PLEASE SUBMIT YOUR LISTING INFORMATION VIA THE FORM ON THE NEXT PAGE

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LISTING INFORMATION

ALL LISTINGS

Organization Name (as you wish to have it printed): _____

Phone Number: _____

Address: _____

CATEGORY (First one free, each additional is \$24.95)

- | | | | |
|--|--|--|--|
| <input type="checkbox"/> Agricultural Societies | <input type="checkbox"/> Economic Development | <input type="checkbox"/> Livestock - Equine | <input type="checkbox"/> Services - Financial |
| <input type="checkbox"/> Agriculture Fieldman | <input type="checkbox"/> Education & Training | <input type="checkbox"/> Livestock - Other | <input type="checkbox"/> Services - Internet |
| <input type="checkbox"/> Associations | <input type="checkbox"/> Environmental Stewardship | <input type="checkbox"/> Nature & Wildlife | <input type="checkbox"/> Services - Legal |
| <input type="checkbox"/> Awards & Recognition | <input type="checkbox"/> Equipment | <input type="checkbox"/> Recruitment | <input type="checkbox"/> Services - Well Water |
| <input type="checkbox"/> Commodity Marketing | <input type="checkbox"/> Government & Agencies | <input type="checkbox"/> Regulatory | <input type="checkbox"/> Special Interest |
| <input type="checkbox"/> Commodity Organizations | <input type="checkbox"/> Grants & Programs | <input type="checkbox"/> Research & Extension | <input type="checkbox"/> Tourism |
| <input type="checkbox"/> Communications | <input type="checkbox"/> Information | <input type="checkbox"/> Seed & Feed | <input type="checkbox"/> Youth & Leadership |
| <input type="checkbox"/> Confined Feeding Operations | <input type="checkbox"/> Licences | <input type="checkbox"/> Services - Alternative Energy | |
| <input type="checkbox"/> Co-operatives | <input type="checkbox"/> Livestock - Cattle | <input type="checkbox"/> Services - Business | |

ENHANCED & PREMIUM LISTINGS

Email Address: _____

Website Address: _____

PREMIUM LISTINGS

Additional Lines of Text (maximum 46 characters per line)

Text Line 1: _____

Text Line 2: _____

Text Line 3: _____

Text Line 4: _____

Text Line 5: _____

Text Line 6: _____

Text Line 7: _____

Text Line 8: _____

Does your organization have an event that could use greater exposure? Submit your event information along with your order and we'll include you in the free event listing section of the Alberta Farm & Ranch Directory. Space is limited.