

Seed to Succeed

Les Semences du succès

The official publication of the Canadian Seed Growers' Association

L'Association canadienne des producteurs de semences



WINNIPEG OFFICE:
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October 2016

Dear Friends and Colleagues,

After six successful years of publishing *Seed to Succeed*, the Canadian Seed Growers' Association (CSGA) is pleased to continue our partnership with Matrix Group Publishing Inc., in the planning, production and distribution of our bilingual full colour glossy-stock magazine, *Seed to Succeed*. The next issue is scheduled for release in May 2017 and will be distributed to CSGA members, industry stakeholders and those in attendance at CSGA's Annual General Meeting, which will be held in Halifax, Nova Scotia in the summer of 2017.

Twice per year, *Seed to Succeed* is direct-mailed to each and every CSGA member throughout Canada. Its editorial is tailored to this readership, which helps to ensure that the magazine is regarded as a valuable information tool. A fresh design and a more in-depth focus on the stories that matter to CSGA members, makes this magazine a must-read.

In 2017, *Seed to Succeed* will continue to include in-depth feature articles on industry hot topics, like Alternate Service Delivery and changes to the variety registration process. The magazine will also feature two growers, one from Eastern Canada and one from Western Canada. The X-Country Seed Success department was first included in the Fall 2013 edition as a way to salute growers who represent our industry. The articles are well-received as great examples of the calibre of seed growers in Canada. The magazine will also continue to include information on new and exciting seed crops that are making headlines; news and updates from provincial seed grower groups; and new tools and resources that the CSGA is working on for their members.

This diverse range of articles—from ASD to member profiles to industry news—guarantees that growers across Canada view *Seed to Succeed* as a relevant information source, ensuring that advertisements are seen, noticed and inquired into.

The success of this publication depends, to a great extent, on the quality of its advertisers, and it is because of advertising support that Matrix Group Publishing Inc. is able to publish this communication vehicle for CSGA. A representative from Matrix Group Publishing Inc. will be contacting you shortly to discuss advertising in the next edition. I look forward to working with you to help make this magazine a continuously exciting and successful publication.

Thank you for your kind support,



Caroline Lafontaine
Member Services Manager
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lafontaine@seedgrowers.ca
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The Seed Industry – WE'RE IN FARMING TOO

Rain, frost, pests, soil conditions – the seed business faces everything you do because we are farmers, too. Canada's seed industry is comprised of many players, including 1,300 small and large businesses and more than 4,000 farms engaged in seed production. We bring jobs and infrastructure to the rural economy.

Pedigreed Seed Crops

The challenges of producing high quality varieties involve roguing every field to remove off-types, meeting rotation and distance criteria, and passing inspection. On top of that, extra care is taken at seeding, harvest, and storage. Hybrid crops are even harder to produce, requiring management of two different parent crops in the same field; some species even require manual cross-pollination.

- 1.2 million acres of pedigreed seed crops are produced annually in Canada.
- 2,300 varieties of 50 different crop kinds are pedigreed in Canada every year.
- Canadian seed is exported to approximately 70 countries, generating \$271 million in 2004-05.

Research and Development

Both public and private sector efforts are essential to producing varieties for Canadian farms.

- The private sector invests \$100 million per year into plant research and development in Canada.
- Canada is the beneficiary of about 10 percent of global private plant breeding investment, bringing important jobs and high-value labs to our country.
- Companies have chosen to invest in Canada in a globally competitive environment.

Jobs & Rural Development

Most seed in Canada is produced here. In fact, most of it is bred here. That makes seed a powerful economic engine that drives job creation and fosters rural development. Right in your own community, there are likely seed growers, field inspectors, registered seed establishments, seed trial plots, and seed retailers. All of these have a powerful multiplying effect on rural economies.

- There are approximately 20,000 Canadians employed in the Canadian seed industry.
- There are 4,000 experienced, trained seed growers and 1,200 registered seed establishments spread throughout rural communities across the country.
- Manitoba's seed industry contributes \$110 million in value added to that province's economy, creating 1,300 job opportunities.
- Saskatchewan's pedigreed seed industry creates as many as 9,000 agricultural jobs for the province and is worth an estimated \$389 million to the provincial economy. Ontario's seed industry has sales approaching \$60 million in raw form at the farm gate. The multiplying effect of that seed generates \$647 million for the GDP.



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RATES FOR 2017

RATES (Black and White Only)

Ad Size	2x Rate
DPS	\$3,169.50
Full Page	\$1,989.50
2/3 Page	\$1,629.50
1/2 Page (Island)	\$1,409.50
1/2 Page	\$1,309.50
1/3 Page	\$909.50
1/4 Page	\$749.50
1/6 Page	\$629.50
1/8 Page	\$519.50

COVER POSITIONS (Includes Colour)

Outside Back	\$3,789.50
Inside Front	3,339.50
Inside Back	\$3,339.50

Cover space available on a first come first serve basis and must be secured in writing, and thereafter is noncancelable.

COLOUR RATES

One Process Colour*	\$550.50
Spot or Match Colour**	\$650.50
Four Process Colour	\$850.50
Special or Metallic Colour	\$1,150.50

*Process colours—yellow, cyan or magenta plus black

**Publisher cannot guarantee exact match

Guaranteed Position—Please add 15% of b&w rate.

Bleed—Please add 15% of b&w rate.

Extra Listings \$25.00

Proofs—Fax/Email \$50.00















Proofs—CD Rom \$60.00

Advertising Agencies—Please add 15%, all rates are net

Terms of payment due upon receipt of invoice.

Add 2% per month interest on accounts over 30 days.

**Complete Poly-Bagging and Insert Services
Are Available Upon Request.**

			
Full Page W. 7 x H. 9 1/2	2/3 Page Vertical W. 4 5/8 x H. 9 1/2	1/2 Page Horizontal W. 7 x H. 4 5/8	1/2 Page Vertical W. 4 5/8 x H. 7
			
1/3 Page Square W. 4 5/8 x H. 4 5/8	1/3 Page Horizontal W. 7 x H. 3	1/3 Page Vertical W. 2 1/8 x H. 9 1/2	1/4 Page Banner W. 7 x H. 2 1/8
			
1/4 Page Horizontal W. 4 5/8 x H. 3 3/8	1/4 Page Vertical W. 3 3/8 x H. 4 5/8	1/6 Page Horizontal W. 4 5/8 x H. 2 1/8	1/6 Page Vertical W. 2 1/8 x H. 4 5/8
		Live Space7 by 9 1/2	
1/8 Page Horizontal W. 3 3/8 x H. 2 1/8	1/8 Page Vertical W. 2 1/8 x H. 3 3/8	Trim Space8 3/8 by 10 7/8	
DPS.....17 by 11 1/8			
Bleed8 5/8 by 11 1/8			
*All measurements are in inches			

PRODUCTION REQUIREMENTS

The preferred method for receiving completed digital ad artwork is as a high quality (300 DPI minimum), press ready PDF file. Ensuring that all fonts have been embedded and all colour has been converted to CMYK. Other acceptable file formats for digital files include high quality EPS, TIF and JPG. All file formats should be compatible with the following software whenever possible: Adobe CS (InDesign, Illustrator, Photoshop and Acrobat) as well as Quark 6.5.

Digital files e-mailed to: sales@matrixgroupinc.net

Questions? Please contact Matrix Group Publishing Inc. at:
Toll-Free Phone: 866-999-1299
Toll-Free Fax: 866-244-2544



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