

Spudman

2020 Media Kit



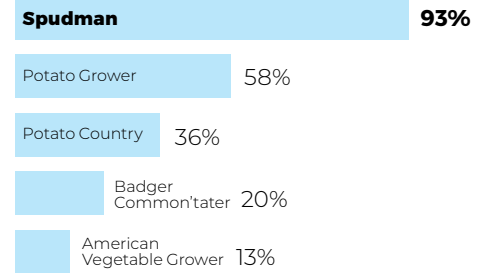
PRINT | DIGITAL | WEB | CUSTOM

Why Choose Spudman?

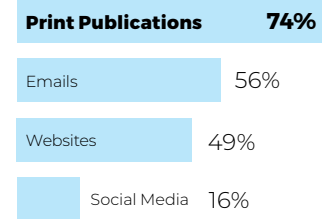
Spudman is the #1 print and digital B2B media brand reaching your customers and industry influencers in the U.S. potato industry. Spudman has the strongest brand recognition with the largest circulation and only audited print publication in the industry along with the most dominant digital footprint. Our team of editors functions as thought leaders and provide high-quality content across all platforms covering news, crop protection advancements, new technology, markets, equipment, transportation, seed, storage, regulations and all facets of the commercial potato industry.



PUBLICATIONS REGULARLY READ



PRINT STILL DOMINATES



*Data from 2019 Spudman Readership Survey

Total Market Access

Save time and resources by utilizing our team to create a customized multimedia program to reach your target audience.



WEBSITE



SOCIAL MEDIA



PRINT



E-NEWSLETTER



EVENTS & AWARDS

2020 Editorial Calendar



Editorial Questions?

Zeke Jennings

Managing Editor

P 616.520.2159

spudedit@

spudman.com

Bonus Trade Show Distribution

Great Lakes EXPO

Idaho Grower Shippers Association Annual Meeting

Idaho Potato Conference

Maine Potato Conference

Michigan Potato Conference

Montana Seed Potato Seminar

Potato D.C. Fly-In

NPC Summer Meeting

Potato Association of America Meeting

POTATO EXPO

Potatoes USA Annual Meeting

Washington-Oregon Potato Conference

Wisconsin Potato and Vegetable Conference

All bonus distribution is subject to change based on show dates.

JANUARY 2021

**MATERIALS DUE
Dec. 2, 2020**

JANUARY

STATE OF THE INDUSTRY ISSUE

Features

- Marketing Trends
- Processing Trends
- Packaging and Bagging
- Irrigation Equipment Spotlight
- Traceability
- Spudman Today Special Advertising Section

Bonus Distribution:

POTATO EXPO, Idaho Potato Conference, Maine Potato Conference, Michigan Potato Conference, Washington-Oregon Potato Conference, Wisconsin Potato and Vegetable Conference

**MATERIALS DUE
Dec. 6, 2019**

FEBRUARY

PRE-SEASON PLANNING ISSUE

Features

- New Equipment Showcase
- Irrigation Trends and Practices
- GPS and Precision Agriculture
- Spudman Dream Team

Bonus Distribution:

Potato D.C. Fly-In, Potatoes USA Annual Meeting

**MATERIALS DUE
Jan. 17, 2020**

MARCH

PLANTING ISSUE

Features

- Fertilization and Nutrient Management
- Seed Treatments
- Crop Protection Roundup: Fungicides

**MATERIALS DUE
Feb. 7, 2020**

APRIL

DISEASE AND PEST CONTROL ISSUE

Features

- Research Update
- Managing Disease
- Managing Pests
- Crop Protection Roundup: Insecticides

**MATERIALS DUE
March 6, 2020**

In every issue:

Grower Feature Story, Industry News, Product and Crop Protection News, PAA Research Reports, Spudman 7, Calendar of Events, Industry Columnists, State and Regional Reports

MAY/JUNE

SPUDWOMAN AND TECHNOLOGY ISSUE

Features

- Women in the Industry
- Irrigation/Water Management
- Farm Data Management
- Traceability

Bonus Distribution:

NPC Summer Meeting

**MATERIALS DUE
April 17, 2020**

JULY/AUGUST

STORAGE ISSUE

Features

- Preparation
- Storage Management
- Technology
- Transportation

Bonus Distribution:

Potatoes USA Summer Meeting, Potato Association of America Meeting, Idaho Grower Shippers Association Annual Meeting

**MATERIALS DUE
June 26, 2020**

SEPTEMBER/OCTOBER

2021 BUYERS' GUIDE

Available online all year long as an interactive digital edition.

Bonus Distribution

- Montana Seed Potato Seminar
- Potato Expo
- Idaho Potato Conference
- WA/OR Potato Conference
- Michigan Potato Conference

**MATERIALS DUE
Oct. 2, 2020**

NOVEMBER/DECEMBER

CULTIVAR ISSUE

Features

- Cultivar Trends
- Variety Planting Report
- State Seed Program Report
- Potato Research Projects

Bonus Distribution:

Great Lakes Expo, POTATO EXPO

**MATERIALS DUE
Oct. 23, 2020**



Advertising Questions?

Andrea Schafer

Integrated Marketing Consultant

P 616.520.2139

spudmanads@spudman.com

Ad Submission Questions?

Samantha Orsi

Traffic Manager

P 616.520.2148

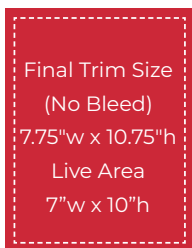
sorsi@greatamericanpublish.com

ADVERTISING ART SPECIFICATIONS

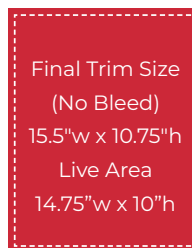
- For full-page ads the live area (area that all text and logos must fall inside) must be at least 3/8" from the trim, and all bleeds must extend at least 1/8" beyond trim.
- Ads and embedded artwork must be CMYK and at least 300 dpi.
- Only PDF or TIFF files will be accepted.
- We are not responsible for the readability of ad copy below 10-point in size.

Print Specifications

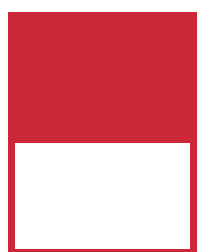
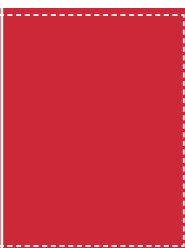
Spudman magazine is the industry's premier national publication for all segments of the potato industry. Spudman focuses on providing both high-quality editorial copy and photography, combined with relevant advertising, as it reports on contemporary issues important to the potato industry.



Full Page (Full Bleed)
8" w x 11" h



2 Page Spread (Full Bleed)
15.75" w x 11" h



1/2 Page Horizontal
6.625" w x 4.75" h



1/2 Page vertical
3.25" w x 9.6" h



1/2 Page Island
4.375" w x 7" h



1/3 Page Horizontal
6.625" w x 3.25" h



1/6 Page
4.375" w x 2.375" h
or 2.1" w x 4.375" h



1/3 Page Square or Vertical
4.375" w x 4.375" h
or 2.1" w x 9.6" h

MATERIALS DUE

MONTH	DATE
January	Dec. 6, 2019
February	Jan. 17, 2020
March	Feb. 7, 2020
April	March 6, 2020
May/June	April 17, 2020
July/August	June 26, 2020
September/October	Oct. 2, 2020
November/December	Oct. 23, 2020
January 2021	Dec. 2, 2020



Ready to submit your ad materials?

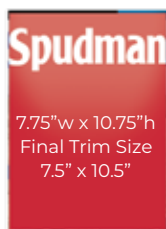
Visit <https://upload.greatamericanmediaservices.com>

SPECIAL PRINT OPPORTUNITIES

Spudman offers these unique advertising opportunities to maximize impact and place your brand front and center.



Belly Bands



7.75" w x 10.75" h
Final Trim Size
7.5" x 10.5"

False Cover



Gatefold Cover



Inserts — tipped, bound or polybagged



Post-It Note

SPUDMAN TODAY POTATO EXPO SHOW DAILY

Ad includes photo, logo and up to 100 words of copy in one of the issues.

Print Distribution: 1,500 copies distributed to attendees at the show entrance Wednesday and Thursday.

Bonus Distribution: Digital edition archived on Spudman website for one year.

Email Distribution: All subscribers during the show.

Editorial coverage included: All ad placements include 200-250 word submission and image in at least one issue of the daily.

Editorial Coverage Day 1

- Expo welcome
- Schedule of events
- Whole-show preview and schedule of events
- Preview of upcoming events and breakout sessions
- Events and exhibits for attendees to check throughout the Expo
- Exhibitor and new product news
- Highlights and previews of the day's breakout sessions

Editorial Coverage Day 2

- Schedule of events
- Preview of events and exhibits to check out
- Dream Team Awards
- Coverage from the Keynote Luncheon
- Report on research and updates for potatoes
- Attendee interviews
- Exhibitor testimonials and quotes
- Highlights of innovative exhibits and new products



Ad deadline: Dec. 2, 2020



2021 BUYERS' GUIDE

Reach more than 20,000* readers via print, email and the web! Spudman subscribers use the Buyers' Guide throughout the year to find products for their operations. The Buyers' Guide features easy-to-navigate categories and includes all of the major product categories, from seed to storage. It is mailed to all subscribers as the September/October issue, is emailed as a digital edition and is available all year long on Spudman.com.

- Companies purchasing ad space receive one free printed listing with company logo, plus a listing and link on Spudman.com.
- Additional listings and listings without ad space are available.
- Contract frequency rates apply.
- The 2020 Buyers' Guide will be published in September/October 2019.

A fully interactive version of the Buyers' Guide is available online all year long at buyersguide.spudman.com. The digital version gives customers access to the latest products 24/7. All participating companies receive direct leads to their websites.

DIGITAL EDITION OPPORTUNITIES

Spudman offers a digital edition of each issue, available online year-round and emailed to all subscribers. Each interactive issue provides an additional opportunity for advertisers to reach key buyers as they make their purchasing decisions. Available within each Digital Edition:

- "Sponsored by" Welcome Pop-up
- Video embedded into your digital edition advertisement



*Publisher's Data



Advertising Questions?

Andrea Schafer
Integrated Marketing Consultant
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 spudmanads@spudman.com

Ad Submission Questions?

Samantha Orsi
Traffic Manager
 P 616.520.2148
 orsi@greatamericanpublish.com

DIGITAL ADVERTISING SPECIFICATIONS

- Upon refresh, placements rotate within the set position area. Each ad will rotate with up to two other ads.
- All website ads must be RGB and 72 dpi to the specs. Only Web-ready files formatted as .gif or .jpg will be accepted.
- HTML must be submitted through the online form located at www.spudman.com/email-upload. HTML is the only file type that will be accepted.

Digital Marketing

Create a truly integrated marketing campaign by featuring your company on Spudman.com or reaching engaged readers right in their inbox with Spudman's monthly newsletter e-Spudman.



SPUDMAN.COM

Spudman.com is the go-to resource for potato growers across the nation. The site features breaking news, new products, exclusive articles, photo galleries, videos and articles to help growers solve problems and become more profitable. Limited spaces available.

WEEK IN REVIEW

This popular e-blast is sent each Saturday and has phenomenal open rates averaging 27%. Your high-visibility ad is placed prominently among these must-read news items. Limited spaces available.

MATERIALS DUE

Contact your Integrated Marketing Consultant for rates and deadlines.

The Week In Review email sends every Saturday at 10 A.M.



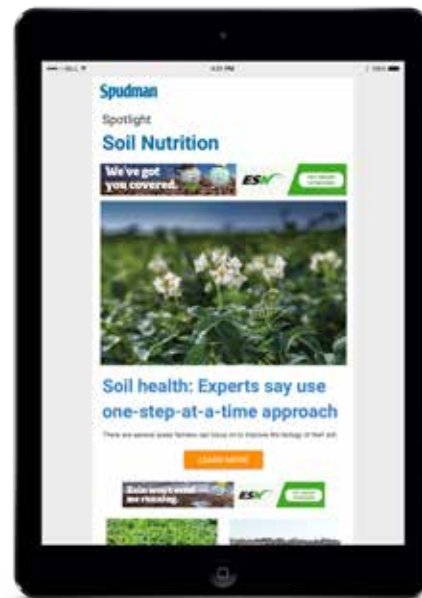
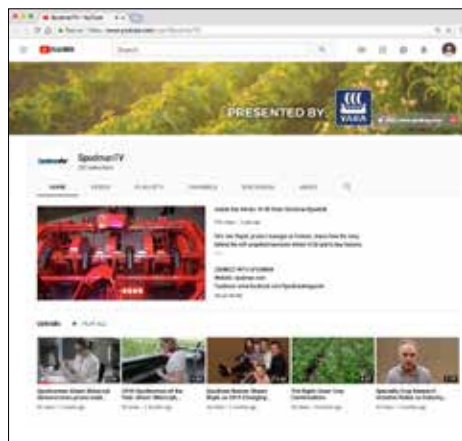
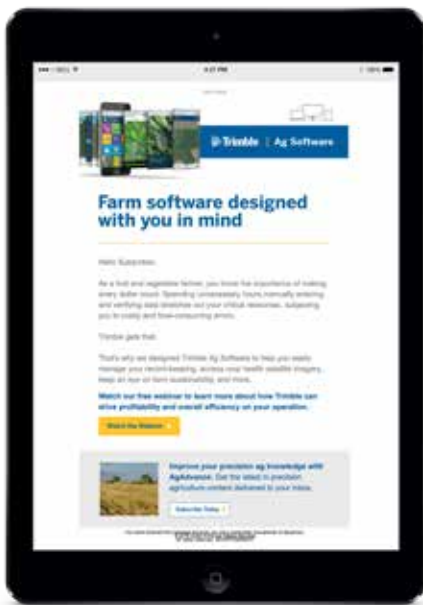
Ready to submit your ad materials?
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E-SPUDMAN

Reach thousands of growers through e-Spudman, with an open rate that outperforms industry averages by nearly 9%. This monthly e-newsletter features exclusive content not available anywhere else. Limited spaces available.





EXCLUSIVE E-BLASTS

- Delivered to all Spudman email subscribers
- Provide your own HTML or utilize our expert design team for a nominal fee
- Optional A/B testing available, with analytics provided
- Target strategically based on crop or geography

SPUDMANTV

Showcase your video ad to viewers by signing on to be the exclusive sponsor of SpudmanTV. As the exclusive sponsor, your ad will be seen by everyone who views a video posted on SpudmanTV.com, on Spudman.com and in our monthly e-newsletter. Call Andrea Schafer to reserve your space as the exclusive SpudmanTV sponsor.

SPOTLIGHT EMAILS

- Sponsor a topic-specific e-newsletter and position your brand as a thought leader. You select the topic and the Spudman team will add the latest news, videos and more.
- Includes all ad positions (if exclusive sponsorship)
 - Dedicated exposure to nearly 4,000 e-news subscribers and 3,400 social media followers

Digital Ad Specs

<p>A Leaderboard Dimensions Web 728 x 90 px A-1 Email: 600 x 90 px</p>	<p>B Banner (Website only) Dimensions 468 x 60 px</p>	<p>D Skyscraper (Website only) Dimensions 160 x 600 px</p>	<p>F Pop Up (Website only) Dimensions 600 x 600 px</p>	<p>G Sponsored Content (eSpudman and Week in Review) 1 image, 150 x 200 px Heading: Up to 5 words Body copy: Up to 40 words</p>
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Max Size: 40 kb, **Formats:** GIF, JPG

E-SPUDMAN MATERIALS DUE

January Dec. 30, 2019	July June 29, 2020
February Jan. 27, 2020	August July 27, 2020
March Feb. 24, 2020	September Aug. 31, 2020
April March 30, 2020	October Sept. 28, 2020
May April 27, 2020	November Oct. 26, 2020
June May 25, 2020	December Nov. 30, 2020

SPUDMAN.COM MATERIALS DUE

January Dec. 18, 2019	July June 17, 2020
February Jan. 17, 2020	August July 17, 2020
March Feb. 14, 2020	September Aug. 18, 2020
April March 18, 2020	October Sept. 17, 2020
May April 17, 2020	November Oct. 16, 2020
June May 18, 2020	December Nov. 17, 2020

Custom Marketing Services

Great American Media Services' marketing solutions provide unique, customized and innovative opportunities for companies looking to engage customers at various points in their decision-making process.

We can help you leverage your brand recognition and reach across channels to strengthen existing relationships and establish new ones.

CONTENT CREATION / INTEGRATED

RETARGETING

VIDEO PRODUCTION AND PROMOTION

EDITORIAL

SOCIAL MEDIA SPONSORED POSTS

WEBINARS

CUSTOM E-BLASTS

SPOTLIGHT EMAILS

WHITE PAPERS

EVENT PLANNING AND PROMOTION

SURVEYS AND RESEARCH STUDIES

CASE STUDIES



For more information on our custom marketing services visit <https://spudman.media/custom/solutions>.

Contact Us



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