

# Spudman

## 2021 Media Kit



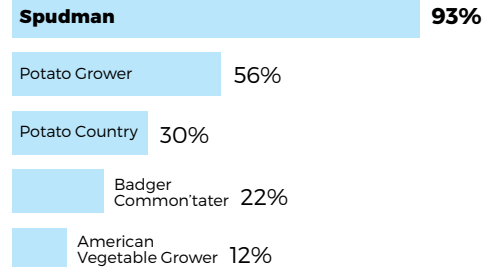
PRINT | DIGITAL | WEB | CUSTOM

# Why Choose Spudman?

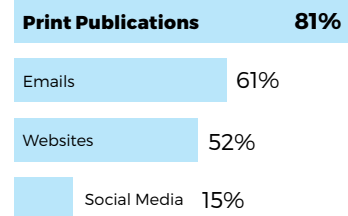
Spudman is the #1 print and digital B2B media brand reaching your customers and industry influencers in the U.S. potato industry. Spudman has the strongest brand recognition with the largest circulation and only audited print publication in the industry along with the most dominant digital footprint. 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 Signet AdStudy and 2020 Spudman Readership Survey

# Total Market Access

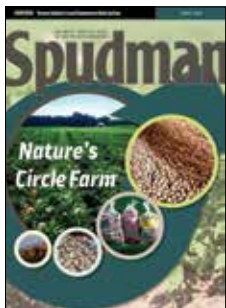
Save time and resources by utilizing our team to create a customized multimedia program to reach your target audience.



WEBSITE



SOCIAL MEDIA



PRINT



E-NEWSLETTER



EVENTS & AWARDS

# 2021 *Editorial Calendar*

## JANUARY

STATE OF THE  
INDUSTRY ISSUE

### Features

- Processing Trends
- Packaging and Bagging
- Irrigation Equipment Spotlight
- Traceability
- Marketing Trends

### Special:

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. 2, 2020**

## FEBRUARY

PRE-SEASON  
PLANNING ISSUE

### Features

- New Equipment Showcase
- Irrigation Trends and Practices
- GPS and Precision Agriculture
- Spudman Dream Team
- Spudman Rookie of the Year

### Bonus Distribution:

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

**MATERIALS DUE**  
**Jan. 15, 2021**

## MARCH

PLANTING ISSUE

### Features

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

**MATERIALS DUE**  
**Feb. 5, 2021**

## APRIL

PLANT HEALTH ISSUE

### Features

- Managing Pests
- Research Update
- Disease Control
- Crop Protection Update: Pest Management

**MATERIALS DUE**  
**March 5, 2021**

### 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

- Female Industry Leaders
- Irrigation/Water Management
- Farm Data Management
- Traceability

### Bonus Distribution:

NPC Summer Meeting

**MATERIALS DUE**  
**April 14, 2021**

## 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 25, 2021**

## SEPTEMBER/ OCTOBER

2022 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. 1, 2021**

## 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. 22, 2021**



### 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 2022**

**MATERIALS DUE**  
**Dec. 3, 2021**



## 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

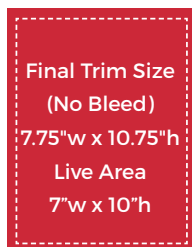
sorsi@greatamericanpublish.com

## 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

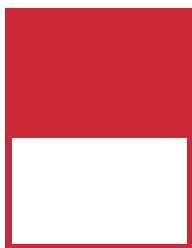
Spudman magazine is the industry's premier national publication for all segments of the potato industry. Spudman focuses on providing both high-quality editorial copy and photography, combined with relevant advertising, as it reports on contemporary issues important to the potato industry.



**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
<b>January</b>	Dec. 2, 2020
<b>February</b>	Jan. 15, 2021
<b>March</b>	Feb. 5, 2021
<b>April</b>	March 5, 2021
<b>May/June</b>	April 14, 2021
<b>July/August</b>	June 25, 2021
<b>September/October</b>	Oct. 1, 2021
<b>November/December</b>	Oct. 22, 2021
<b>January 2022</b>	Dec. 3, 2021



**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



False Cover  
7.75\"w x 10.75\"h  
Final Trim Size 7.5\" x 10.5\"



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. 3, 2021**



## 2022 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 2022 Buyers' Guide will be published in September/October 2021.

A fully interactive version of the Buyers' Guide is available online all year long at [buyersguide.spudman.com](http://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**

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## Ad Submission Questions?

**Samantha Orsi**

**Traffic Manager**

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## 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.

# 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 and sponsored content available (see specs on page 7).



## 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.

## 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

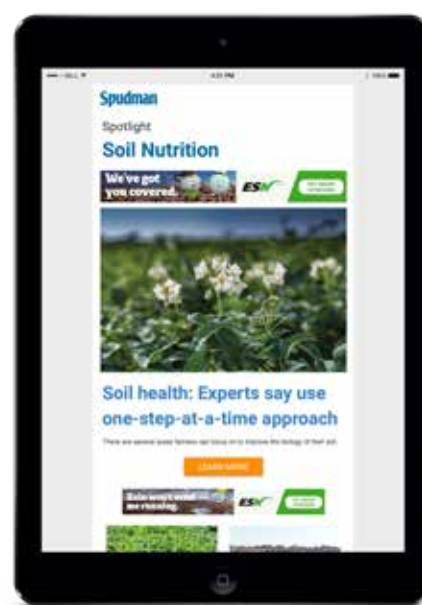
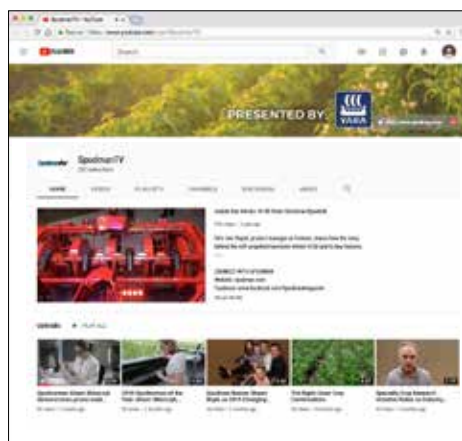
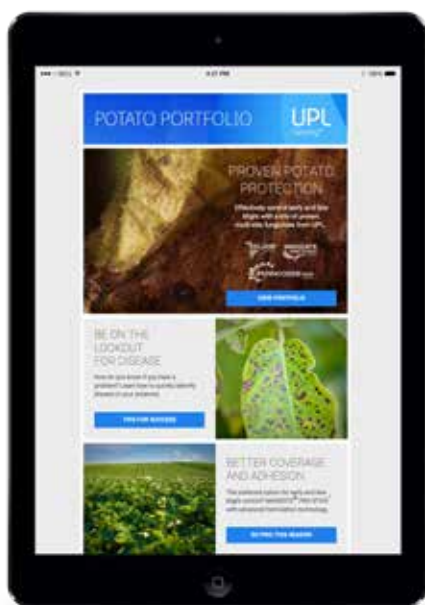
**Contact your Integrated Marketing Consultant for rates and deadlines.**

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



**Ready to submit your ad materials?**  
Visit <https://upload.greatamericanmediaservices.com>





### ✉ 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
- For HTML specifications visit [www.spudman.media/digital/mpp](http://www.spudman.media/digital/mpp)

### ▶ 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 4,600 social media followers

## Digital Ad Specs

### A Leaderboard

Dimensions  
Web 728 x 90 px

**A1** Email: 600 x 90 px

### B Banner

(Website only)  
Dimensions  
468 x 60 px

### C Medium Rectangle

Dimensions  
300 x 250 px

### D Skyscraper

(Website only)  
Dimensions  
160 x 600 px

### E Rectangle

Dimensions  
180 x 150 px

### F Pop Up

(Website only)  
Dimensions  
600 x 600 px

### 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  
(500-700 words and  
1 image 580 x 380 px  
for website)

**Max Size:** 40 kb, **E-Newsletter Formats:** GIF and JPG; **Website Formats:** JPG, GIF, HTML and 3rd party tags

### E-SPUDMAN MATERIALS DUE

**January** Dec. 28, 2020  
**February** Jan. 25, 2021  
**March** Feb. 22, 2021  
**April** March 29, 2021  
**May** April 26, 2021  
**June** May 31, 2021

**July** June 28, 2021  
**August** July 26, 2021  
**September** Aug. 30, 2021  
**October** Sept. 27, 2021  
**November** Oct. 25, 2021  
**December** Nov. 29, 2021

### SPUDMAN.COM MATERIALS DUE

**January** Dec. 18, 2020  
**February** Jan. 18, 2021  
**March** Feb. 15, 2021  
**April** March 18, 2021  
**May** April 16, 2021  
**June** May 18, 2021

**July** June 17, 2021  
**August** July 16, 2021  
**September** Aug. 18, 2021  
**October** Sept. 17, 2021  
**November** Oct. 18, 2021  
**December** Nov. 17, 2021

# Custom Marketing Services

SMART SOLUTIONS

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.

## CASE STUDIES

## CONTENT CREATION/INTEGRATED EDITORIAL

## CUSTOM E-BLASTS

## EVENT PLANNING AND PROMOTION

## GUARANTEED LEAD GENERATION

## RETARGETING

## SOCIAL MEDIA SPONSORED POSTS

## SPOTLIGHT EMAILS

## SURVEYS AND RESEARCH STUDIES

## VIDEO PRODUCTION AND PROMOTION

## WEBINARS AND VIRTUAL ROUNDTABLES

## WHITE PAPERS



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

## Contact Us



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MEDIA SERVICES