



# Seven Springs Farm Supply

The Farmer's Choice for Over 30 Years



## Media Kit 2022-2023

[WWW.SEVENSPRINGSFARMSUPPLY.COM](http://WWW.SEVENSPRINGSFARMSUPPLY.COM)

800-540-9181



[fb.com/SevenSpringsFarmSupply](https://fb.com/SevenSpringsFarmSupply)



[@sevenspringsfarmsupply](https://@sevenspringsfarmsupply)



## ABOUT US

Seven Springs Farm Supply has been working to support farmers of all kinds for over 30 years. We strive to provide effective, ecologically-sound solutions, quality advising and superior service. As a farm-based business, we are proud to be a member of the community we serve.

## PARTNERSHIP

Partnering with Seven Springs Farm Supply is an investment that goes much further than simply placing an ad. Our staff will commit to learning the materials you offer in order to professionally advise our growers on their use/s. We value our vendor partners and you will get dedicated attention by our marketing, advising and management team. Recommendations by Seven Springs Farm Supply generate substantial business and growth well beyond the marketing period you choose.

## AFFILIATES

- Future Harvest
- Carolina Farm Stewardship Association (CFSA)
- Association of Specialty Cut Flower Growers (ASCFG)
- Georgia Organics
- Virginia Association for Biological Farming (VABF)
- Ohio Ecological Food and Farm Association (OEFFA)
- Organic Association of Kentucky (OAK)
- Certified Naturally Grown (CNG) Business Ally
- The Livestock Conservancy Supporter
- Neversink Farm

## INDUSTRIES SERVED

- Fruit & Vegetable
- Livestock
- Specialty Cut Flower
- Landscape & Nursery
- Mushroom
- Grain & Mill
- Float Spa



# SEVEN SPRINGS REACH



5.3K



54K



20K



2.9K

## DIGITAL STATS

310K

UNIQUE VISITORS  
ANNUALLY

29%

SHOPPERS  
RETURN RATE

34%

NEWSLETTER  
OPEN RATE

## YOUR DEDICATED TEAM

Seven Springs takes each partnership seriously which is why we have a dedicated staff of professionals to handle graphic design, social media, events, digital marketing, and content creation.

**Alena Ivakhnenko** - Marketing Manager

**Daniel Sweeney and Steffany Yamada** - Crop Advisers

**Eric Sharp** - CEO

# PACKAGES

Seven Springs Farm Supply serves 40,000+ farmers and gardeners across the country, with strongholds in the Southeast and Mid-Atlantic.

Most of our farmers are 2-20 acre fruit, vegetable and specialty cut flower growers who market directly to their customers. The majority of our farmers practice organic or sustainable principles and a relatively small percentage are certified organic. Our customers rely on us to select products that meet their production standards and to work with companies that are environmentally and socially responsible.

Over the last 30 years we have become a trusted source for solutions within our industry. We would like to share your products with our farmers in an authentic and straightforward way.



## ANNUAL TIER 1

- (1) Catalog Back Cover Ad 1/2 Page
- (Q1) Web Category Placement
- (3) Social Media Posts
- (1) Blog Post
- (1) Newsletter Inclusion

## ANNUAL TIER 2

- (1) Catalog Inside Cover Ad 1/2 Page
- (Q2) Web Category Placement
- (2) Social Media Posts
- (1) Newsletter Inclusion

## FALL EXCLUSIVE

- (1) Fall Exclusive Write-up & Ad
- (Q3) Web Category Placement
- (3) Social Media Posts
- (1) Blog Post
- (1) Newsletter Inclusion

## POTENTIAL REACH

**223k**

*Annual Tier 1*

**166k**

*Annual Tier 2*

**239k**

*Fall Exclusive*

## OPPORTUNITIES

Not sure which plan is right for you?

Let's get creative and work together and figure out how to improve your reach through our network. We can collaborate on a custom plan and evaluate its success. Explore our Custom Additions menu for more offerings.

Here are some examples of ways we've worked with vendors in the past:

- Co-Sponsorship of Events
- Joint Ads in Publications
- Samples Distribution



# PRICING

## MARKETING PACKAGES

- Annual Tier 1 - \$3,500 (1 available)
- Annual Tier 2 - \$2,500 (3 available)
- Fall Exclusive- \$4,500 (1 available)

## CUSTOM ADDITIONS

- Monthly Newsletter Ad - \$200
- Monthly Newsletter Discount Promo - \$300
- Targeted Email Blast - \$400
- Web Category Placement - \$300
- Instagram/Facebook Post - \$150-\$250
- Social Media Giveaway - \$200
- Sample Placement at Event/Conference - \$100



## 2023 CATALOG ADS

- Full Page Ad - \$700
- 1/2 Page Ad - \$500
- 1/4 Page Ad - \$400
- 1/8 Page Ad - \$250
- Logo Ad - \$200



## BILLING

Invoices will be sent by email. Checks can be made out to Seven Springs Farm Supply and mailed to:

Seven Springs Farm Supply  
426 Jerry Lane NE, Check VA 24072  
Attn: Cassie

# CATALOG AD SPEC SHEET

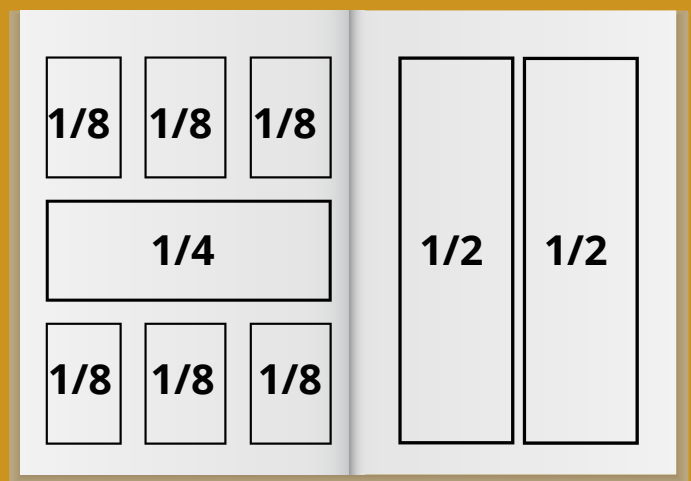
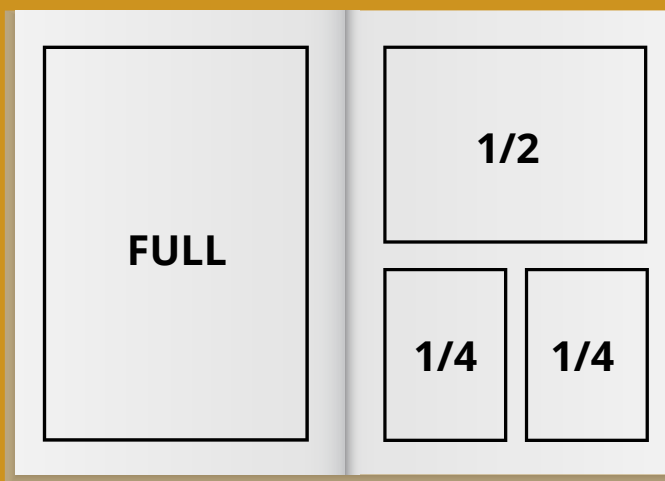


## Submission Guidelines

- Image files must be high-resolution, 300 dpi or greater in PNG or JPG/JPEG format. We can not accept scanned, faxed, or printed files.
- Please email ad files to [alena.7springs@gmail.com](mailto:alena.7springs@gmail.com) and include the size of the ad you've selected, along with the name of the business and a contact name, phone number, and address.
- Final ads must be submitted by **November 1st**.

## Questions

- Advertising questions can be directed to Alena Ivakhnenko ([alena.7springs@gmail.com](mailto:alena.7springs@gmail.com))



**Submission Dimensions -**  
width x height in inches

\*actual printed dimensions may be slightly reduced

- Full - 8" x 10"
- 1/2 - 7.5" x 4.5" or 3.5" x 9.5"
- 1/4 - 7.5" x 3" or 3.5" x 4.5"
- 1/8 - 2.5" x 3.5"

# Custom Additions

## NEWSLETTER FEATURE

Blog Post & Product Highlight

- May Newsletter - Sent to 24k farmers
- 27% Open Rate
- 2.4% Click Through Rate
- Two Mentions - Top & Bottom of Email



SHOP NOW! BLOG CATALOG



### - May 2022 Newsletter -

May has been a productive month at Seven Springs. Most farms are well into production mode and we have been sending out lots and lots of fertilizers and are about to roll into pest management season. If you have questions about pest and disease pressure on your farm reach out to us and we can help you find the right materials for an effective integrated pest management (IPM) plan.

We have been busy adding lots of new products to our website which you can now easily find [HERE](#)



### NEPTUNE'S HARVEST FISH FERTILIZER

As we roll into the summer season liquid fertility is the key to keeping your spring and summer crops happy and healthy 🌱

We love the nutrient-rich liquid fish fertilizer Neptune's Harvest produces through their closed-loop zero-waste process 🌊

Check out our new blog post that goes into the benefits of Neptune's Harvest!

- Neptune's Harvest Blog -

### Farm Favorites:



**AXXE Broad Spectrum Herbicide - 2.5 Gallon**

\$121.00

[Buy Now](#)



**Neptune's Harvest Liquid Fish & Seaweed Fertilizer (2-3-1) - 1 Gallon**

\$42.00

[Buy Now](#)



**PyGanic 5.0% Crop Protection - 1 Gallon**

\$545.00

[Buy Now](#)



**Harmony Ag Organic Fertilizer (5-4-3) 9% Calcium - 50 lb**

\$19.80

[Buy Now](#)

## NEWSLETTER DISCOUNT PROMO / AD

- Custom Discount Promo on a selection of products - runs for one month
- Same space can be used for Custom Ad

### JUNE PROMOTIONS:

Starting this month we will be sharing exclusive discounts and promotions with newsletter subscribers.

Keep an eye out for new deals each month!



### Neptune's Harvest SALE!

Use promo code **NEPTUNES10** to **save 10% off** any Neptune's Fish or Fish & Seaweed Liquid Fertilizer

- sale valid 5/30/22 thru 6/30/22

- one use per customer

- shipping charges not included in discount

# Custom Additions

## INSTAGRAM/FACEBOOK POST

- Instagram audience of 5k
- Facebook audience of 2.9k
- Opportunities to collaborate and cross-post on social platforms
- Three options to choose from
  - 101 Guide - up to ten slides tied to your product(s) - high engagement and share rates
  - Custom Topic - up to five slides centered around a topic or product line of your choosing
  - Product/Announcement - single slide product highlight or event/launch announcement



## INSTAGRAM GIVEAWAY

- Instagram audience of 5k
- Post boosted for five days to reach a wider audience
- Typical Giveaway generates 200+ entries & 150+ impressions
- Great way to get your products into the farmer's hands

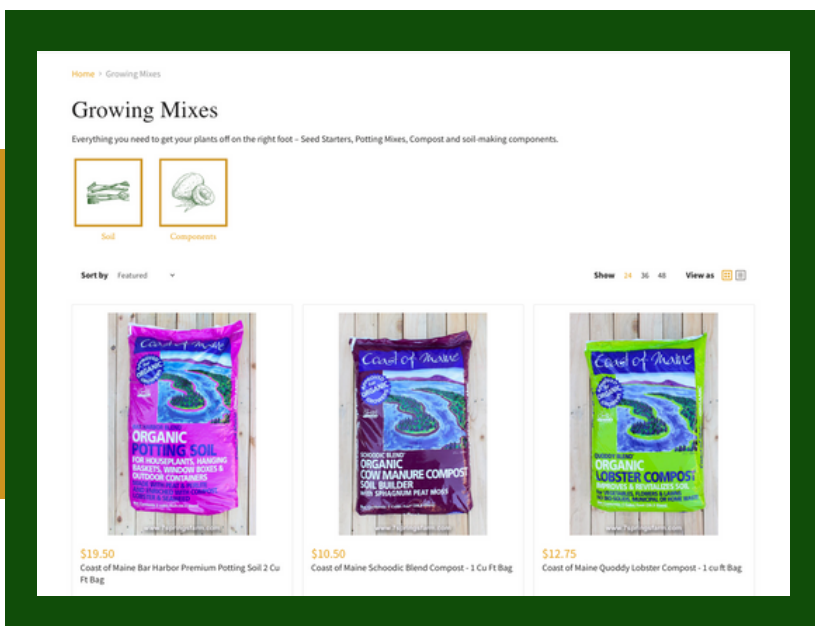




# Custom Additions

## TARGETED MAILER

- Mailing list of 55k farmers
- Great for a product(s) launch or conference/event announcements
- Customizable messaging and co-branding opportunities



## WEB CATEGORY PLACEMENT

- 310,000 unique visitors yearly
- Returning Customer Rate 29%
- Top of Category Placement



## REACH OUT

If you have any questions please feel free to contact us

**Advertising Sales - Eric Sharp**

[eric.7springs@swva.net](mailto:eric.7springs@swva.net)

(800) 540-9181 ext.105

**Advertising Coordinator - Alena Ivakhnenko**

[alena.7springs@gmail.com](mailto:alena.7springs@gmail.com)

**Events Coordinator - Daniel Sweeney**

[daniel.7springs@gmail.com](mailto:daniel.7springs@gmail.com)

(800) 540-9181 ext.104

A photograph showing a person's hands using shears to harvest a bunch of fresh fennel. The fennel has a white bulb and a large, feathery green top. The background is a blurred green field.

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The Farmer's Choice for Over 30 Years