



Sask 
Organically Grown in Saskatchewan

Advertising & Sponsorship

OPPORTUNITIES

ABOUT SASKORGANICS

SaskOrganics is a farmer led membership non-profit organization. We serve all certified organic operations throughout the value chain in Saskatchewan by advocating for a sustainable and thriving organic community through leadership in research, market development and communications. SaskOrganics:

- represents and assists in the development of a thriving organic agricultural sector
- provides professional development and technical assistance to certified organic farmers, processors and consumers of certified organic products, as well as producers transitioning to organic
- promotes the expansion of markets and the improvement of trade relations locally, provincially, nationally and internationally
- advocates for organic producers and processors with government both provincially and nationally
- participates in the maintenance of Canada's national organic standard (Canada Organic Regime)
- and much more!

Provincial industry associations play an important role in developing the organic sector. Support through advertising and sponsorship helps SaskOrganics strengthen and grow our events, programming, advocacy efforts, and tools and information to producers, while providing companies the opportunity to reach their target audience. Win-win!

ABOUT ORGANICS IN SK



814

ORGANIC OPERATORS

920,000

CERTIFIED ORGANIC ACRES

ORGANIC ACRES ACROSS CANADA

CERTIFIED ACRES



2.61M
CERTIFIED ACRES
6.2% decrease since 2023

ORGANIC CERTIFIED ACRES (thousand acres)

920	682	425	242	199	177	98	0.5
Sask.	Québec	Alberta	B.C.	Ontario	Atlantic	Manitoba	Territories

ADVERTISING OPTIONS

ABUNDANCE MAGAZINE AD

From seed to fork, there are an abundance of good stories to tell about the organic sector in Saskatchewan! Each issue has a number of regular features – Innovation (featuring a Saskatchewan certified organic producer), Nourish (a farm to table theme that features Saskatchewan chefs who are doing just that, with a focus on organic ingredients), Sustain (best agronomic practices), upcoming industry events and more. SaskOrganics' members are direct mailed a print copy of the quarterly magazine, and a digital copy is posted on our website one month after publication. Abundance is also distributed at trade shows, Advancing Organics Conference, and other events.

For more information, visit: <http://saskorganics.org/abundance-magazine/>

CIRCULATION: 1200+ COPIES
FREQUENCY: QUARTERLY
AD PRICE RANGE: \$315-\$1900
+ GST
AD SIZE, RATES, SUBMISSION DEADLINES: SEE [WEBSITE](#) FOR CURRENT RATE CARD
AD SALES CONTACTS:
MAUREEN@SASKORGANIC.COM &
ADMIN@SASKORGANIC.COM



DIGITAL NEWSLETTER-SPONSORED CONTENT

Our monthly digital newsletter is one of the primary ways we disseminate information to our members and supporters. Content includes: upcoming events, organic industry related news, resources, and advertisements from companies like yours.

This advertising option offers companies the opportunity to provide more detailed information about a product or service that cannot be communicated effectively in a display or classified ad. Sponsored Content can convert leads, build brand awareness and even re-target your existing clients with new or noteworthy information or updates about your company and services. **For more information and to place an ad**, contact us.

new! Sponsored Content



Your ad could be here!

This advertising option offers companies the opportunity to provide information about a product or service in the style of an editorial or objective journalistic article. Sponsored Content can convert leads, build brand awareness and even re-target your existing clients with new or noteworthy information or updates about your company and services. If you have a story to tell to the organic community in Saskatchewan, this might be a great advertising option for you!

Your Logo Here

For details email admin@saskorganic.com

REACH: 1200+ CONTACTS
FREQUENCY: MONTHLY
FORMAT: 2 HEADER PHOTOS (JPEG OR PNG),
TEXT, 1 COMPANY LOGO (JPEG OR PNG)
RECOMMENDED ASPECT RATIO FOR PHOTOS:
1500 W X 500 H PX (NEWSLETTER), 500 W X 400 H
PX (WEBSITE)
TEXT LENGTH: MAX 500 WORDS
LIMIT: ONE SPONSORED CONTENT AD PER
NEWSLETTER ON A FIRST COME FIRST SERVE
BASIS + 60 DAYS TO FOLLOW ON WEBSITE.

DEADLINE FOR SUBMISSION: 2ND FRIDAY OF
EACH MONTH
COST: \$525+GST/ MONTH
AD SALES CONTACT:
ADMIN@SASKORGANIC.COM

DIGITAL NEWSLETTER-DISPLAY AD

This business card sized graphic ad is a simple way to catch the attention of the viewer. The ad can link directly to your website by clicking on the image, or it can have the company website or contact information displayed underneath the graphic. The image will be added to our website classified page for 60 days to follow!



REACH: 1200+ CONTACTS
FREQUENCY: MONTHLY
SIZE: BUSINESS CARD (3.5"X 2")
FORMAT: JPEG OR PNG FILE GRAPHIC
AD SUBMISSION DEADLINE: 2ND FRIDAY OF EACH MONTH
CUSTOMER MUST SUPPLY OWN DESIGN/ARTWORK
COST: \$150 +GST/ MONTH
AD SALES CONTACT:
ADMIN@SASKORGANIC.COM

DIGITAL NEWSLETTER & WEBSITE-CLASSIFIED AD

SaskOrganics' classifieds ads are an effective and inexpensive way for producers & organic industry to connect. These text-only ads can advertise everything from grain contract availability, job opportunities, to equipment for sale. Ads are published once in our monthly digital newsletter and then for 60 days to follow on our website classified page.

REACH: 1200+ CONTACTS
FREQUENCY: ONCE MONTHLY IN DIGITAL NEWSLETTER, 60 DAYS ON [WEBSITE](#)
AD PRICE: \$25 +GST/ MONTH
SIZE: 500 CHARACTERS, NO GRAPHICS
AD SUBMISSION DEADLINE: 2ND FRIDAY OF EACH MONTH
AD SALES CONTACT:
ADMIN@SASKORGANIC.COM
OR SUBMIT AD DIRECTLY ON OUR WEBSITE CLASSIFIEDS PAGE

CLASSIFIEDS

Did you know SaskOrganics has a classified ads section in our digital monthly newsletter and website?

Looking for organic seed/grain? Selling organic hay? Auction announcement? Job Opportunity? Equipment for sale?

These are just some examples of ads you can post on our service.

Cost: \$25 + GST/month

Contact:
admin@saskorganic.com
<http://saskorganics.org/classifieds/>

CLASSIFIEDS

WINTER SOLUTIONS We provide complete organic winter solutions for your business. Call us today for a free quote. www.saskorganic.com	OFFICE SPACE A modern office space for sale in the heart of the city. Call us today for more details. www.saskorganic.com	REAL ESTATE A beautiful home for sale in a quiet neighborhood. Call us today for more details. www.saskorganic.com	CAREERS We are looking for experienced professionals to join our team. Call us today for more details. www.saskorganic.com
COMMERCIAL LOANS We provide commercial loans for your business. Call us today for more details. www.saskorganic.com	BY OWNER A beautiful home for sale by the owner. Call us today for more details. www.saskorganic.com	SERVICES We provide a wide range of services for your business. Call us today for more details. www.saskorganic.com	WARRANTY We provide a warranty for your business. Call us today for more details. www.saskorganic.com

EVENT SPONSORSHIP

SaskOrganics organizes a number of webinars, virtual events, workshops, field days, and conferences each year. Sponsorships are a great way to support SaskOrganics while raising the profile of your company with organic and transitioning producers. Sponsors are recognized on our website, digital newsletter, social media, paper program distributed at in-person events, and verbally acknowledged at the event. Depending on the event, sponsor representatives may be given a few minutes on the program to address the audience representing their company.



EXPOSURE: EVENTS RANGE IN SIZE, FROM 25-200 ATTENDEES. COMPANY PROMOTION LEADING UP TO EVENT HAS EXPOSURE OF 1200 + CONTACTS.

FREQUENCY: AVERAGE 5 EVENTS PER YEAR

PRICE RANGE: VARIABLE

CONTACT ADMIN@SASKORGANIC.COM
FOR MORE INFORMATION

TRADE SHOW

SaskOrganics hosts **Advancing Organics, our annual conference, trade show and AGM** each year in March. The event attracts organic and transitioning producers (from across the Prairie provinces) and delegates from the organic sector. The event centers around a conference for producers, with scheduled trade show breaks over the two-day event. The sponsorship or trade show opportunities are a great way to raise your company profile and connect face to face with your target audience.

EXPOSURE: APPROX. 150-200 ATTENDEES.
30-45 EXHIBITORS

COMPANY PROMOTION LEADING UP TO
EVENT HAS EXPOSURE OF 1200 +
CONTACTS.

FREQUENCY: MARCH, ANNUALLY

PRICE RANGE: VARIABLE

CONTACT ADMIN@SASKORGANIC.COM
FOR MORE INFORMATION



If you have questions about any of this information, or are interested in taking advantage of one of these advertising or sponsorship opportunities, please get in touch!



Sask 
Organics
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email: admin@saskorganic.com

tel: 306-535-3456

311-845 Broad Street

Regina SK, S4R 8G9



@SaskOrganics



@SaskOrganics



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