



# DIGITAL MEDIA SPONSOR PACKAGES

## Packages / Offerings Magazine Advertisement / Advertorial



**Quarter 1 issue**  
January  
February  
March






**Quarter 2 issue**  
April  
May  
June

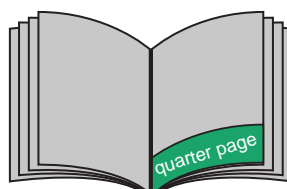
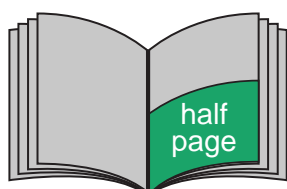
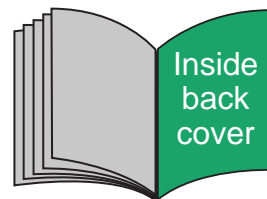
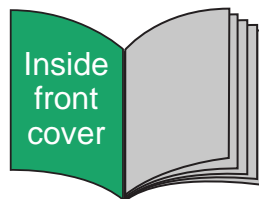
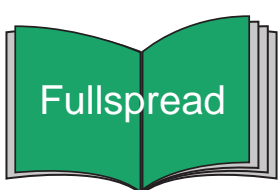
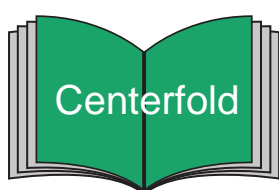


**Quarter 3 issue**  
July  
August  
September



**Quarter 4 issue**  
October  
November  
December

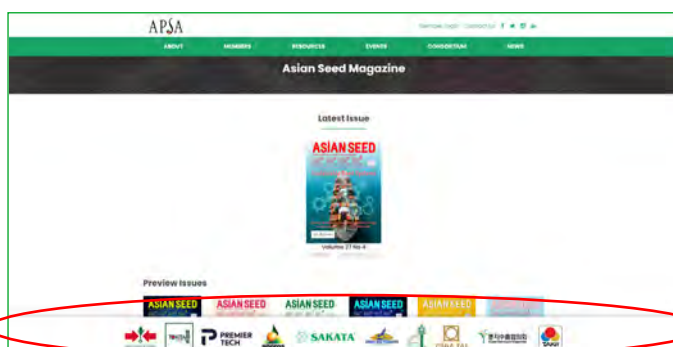
Page(s)	Seed  1 Quarter (3 Months)	Seedling  2 Quarters (6 months)	Sapling  4 Quarters (12 months)
Centerfold	\$2,700	\$4,850	\$8,650
Full Spread	\$2,300	\$4,150	\$7,350
Back Cover	\$2,300	\$4,150	\$7,350
Inside Front / Back Cover	\$1,700	\$3,100	\$5,450
Full Page	\$1,400	\$2,500	\$4,450
Half page	\$800	\$1,450	\$2,550
Quarter page	\$500	\$900	\$1,600



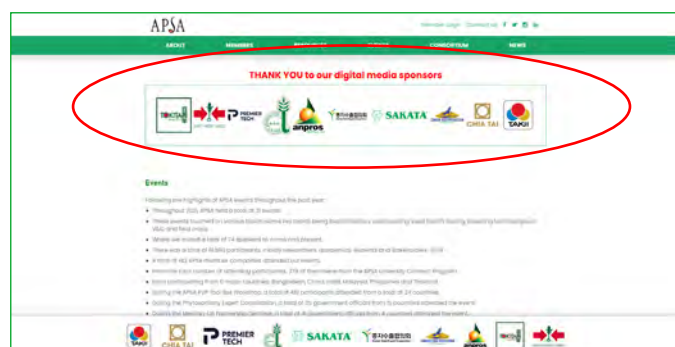
## Digital Media Sponsorship (DMS)

Webpage Logo Sponsor (3 months) \$300  
 Newsletter Logo Sponsor (3 months) \$300

**Free for all packages\***



**Webpage Logo Sponsor**



**Newsletter Logo Sponsor**

\*Hyperlinked Logo of sponsor will be displayed on a shared sponsor banner shown on newsletter and select webpages for duration of package, e.g. 3, 6, 12 months

# Digital Media Sponsorship (DMS) benefits

Package Bonus for DMS credit must be applied towards Digital Media Sponsorship benefits, and any unused credit cannot be redeemed/converted to other forms of credit/discounts

Select DMS benefits following DMS credit (1,000, 1,500 or 2,000 depending on package's price)

website & social media advertorial / article 1,000 words + 4 pictures	\$800
website & social media advertorial / article 500 words + 2 pictures	\$500
Webinar / Virtual Workshop for 30 second promo video	\$500
Webpage Banner Sponsor (3 months)	\$400
Newsletter Banner Sponsor (3 months)	\$400
Podcast Sponsor (2 months)	\$200
APSA social media content post (Facebook, Twitter, Instagram, LinkedIn) per 1 time post	\$50

Spend \$800-2,200, can select DMS benefits value \$1,000

Spend \$2,201-5,000, can select DMS benefits value \$1,500

Spend >\$5,000, can select DMS benefits value \$2,000

**Physical / Hybrid Event Sponsorship (ACRT, ASRT & ASC): Contact APSA secretariat**  
 20% Discount for Seedling package buyer\*\*\* 50% Discount for Sapling package buyer\*\*\*

## Advertorial

**Siam's golden guarantee**  
 Chia Tai launches 'Thong Siam', Thailand's first virus-tolerant pumpkin variety

Chia Tai Company Limited, Thailand's leading rice-based agricultural company, has embarked on leadership in the pumpkin business, recognizing it as a genuine market player with its search of the "Thong Siam Pumpkin". Thailand's first virus-tolerant variety, which significantly features more effective tolerance to Squash Leaf Curl (SLC) Virus, enabling increased grade A yields and addressing all aspects of Thailand's pumpkin market.

**Leaf Curl Disease caused by Squash Leaf Curl (SLC) Virus: SLCV - a mortal foe for pumpkins**  
 Chia Tai realizes and understands farmers' problems in planting pumpkins with changing and unstable environmental conditions. With hotter weather reported in many places every year compounded by limited cultivation areas, promoting resistance and redundancy in planting, and which has culminated with more severe outbreaks of SLCV and leaf curl diseases in pumpkins, especially leaf curl disease caused by Squash Leaf Curl (SLC) Virus (SLCV), which is spread mostly by whiteflies, proving to be one of the major problems for pumpkins. The disease is characterized by curled, shrivelled, and distorted leaves appearing on affected pumpkins, and dwarf in size, which will not yield healthy fruits, if at all.

**Pumpkin shorts with Viral Disease Pumpkin Shoots without Viral Disease**  
 To address this devastating disease, Chia Tai initiated research to breed a virus-tolerant pumpkin, utilizing modern, innovative and molecular techniques. Commencing a 10-year breeding process with the release of "Thong Siam Pumpkin", the first such virus-tolerant pumpkin variety in Thailand.

Mr. Supat Meeprasert, Assistant Vice President of Research & Development, Chia Tai Company Limited commented on this success, "Chia Tai has prioritized the development of innovative agriculture to address farmer concerns with subsidies, including generating outside that satisfy market expectations, with the purpose of enhancing producer's quality of life and a sustainable basis by fostering agricultural innovators through quality products and services. Chia Tai has always been considered the leader in the pumpkin market as we have been producing seeds to supply the market consisting various demands, including large-sized medium-sized, and small-sized pumpkins, as well as fancy, outdoor, and indoor pumpkins. We are absolutely proud of the "Thong Siam Pumpkin", he said.

Moreover, Ms. Chitra Nardhachon, Crop Breeding Manager, Chia Tai's Pumpkin Expert who is the person behind the breeding

"Thong Siam" pumpkin is the large-sized pumpkin with uniform fruit size. Its flat shape in length, flattened round shape on round and flat shape as usually cucurbits, thick bottom, durable and easy to put in place for transportation. The pumpkin feature has beautiful color, shiny yellow-green, firm and thick texture, sturdy and uniquely sweet in taste. The virus-tolerant pumpkin variety has maintained the dominant features of Chia Tai's pumpkins, well-liked with farmers, traders, and consumers for sure.

Interested shippers can buy the virus-tolerant pumpkin seeds "Thong Siam Pumpkin" at agricultural fairs and shows. Meanwhile, Chia Tai now updates on agriculture by sending Facebook, YouTube, and a new channel on YouTube. Chia Tai's website [www.chiatai.com](http://www.chiatai.com) is available at a new channel on YouTube. Chia Tai's website [www.chiatai.com](http://www.chiatai.com) is available to you directly at [www.chiatai.com](http://www.chiatai.com).

## Play 30 second promo video in webinar / virtual workshop

APSA  
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ABOUT MEMBERS RESOURCES EVENTS CONSORTIUM NEWS

**ASCRT**  
 Asian Solanaceous & Cucurbits Round Table

Expert Talk on Crop Improvement - Webinar 6  
 Wednesday the 27th of October 2021  
 2:00pm - 4:00 pm ICT (GMT+7)

Theme: "Perspectives on Disease Resistance Breeding Using 5-Genes"

## Apsa Podcast

APSA  
 ABOUT MEMBERS RESOURCES EVENTS CONSORTIUM NEWS

APSA Podcast

December 2021

- 1. 10:00 - 12:00
- 2. Audio Spot by 4th November 4:27
- 3. Audio Spot by Sakola 5:55
- 4. Upcoming Events by Alex Engongwe 9:50
- 5. Audio Spot by Sakola Seed 9:52
- 6. Partner Programs and Working Consortium by Kijjeng U U P
- 7. Technical Affairs Updates (SC, PG, SC, PG & Biodiversity and S&D Field Crops) by Kunpon Phansuwan 10:30
- 8. Technical Affairs Updates (SG Veg & On-farm sub-committees by Makhomran Mookdang 10:30
- 9. Seed industry events by Steven Jayne 14:23

## Webpage banner

APSA  
 ABOUT MEMBERS RESOURCES EVENTS CONSORTIUM NEWS

International Seed Industry News

Q4 News

This page features a compilation of articles of global seed industry news, covering topics such as seed production, seed quality, seed storage, and seed distribution. The articles are written by experts in the field and provide valuable insights into the latest developments in the seed industry. The page is updated regularly to ensure that visitors have access to the most current information.

This page is proudly supported by

## Newsletter banner

APSA  
 ABOUT MEMBERS RESOURCES EVENTS CONSORTIUM NEWS

Newsletter: December 2021

APSA  
 Quality Seed Quality Life

December 2021 Newsletter

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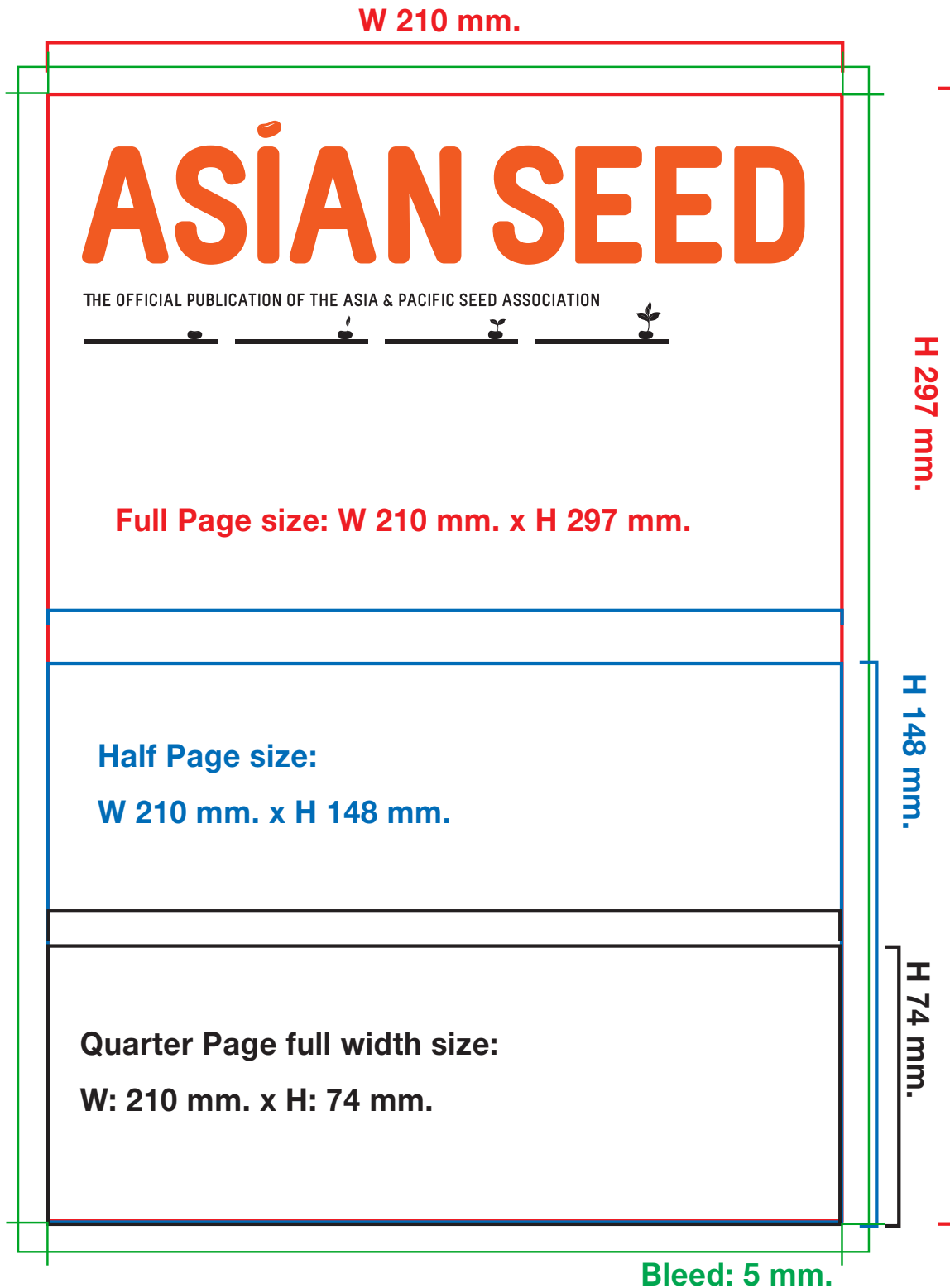
- 1. Introduction
- 2. Seed Quality
- 3. Seed Storage
- 4. Seed Distribution
- 5. Seed Production
- 6. Seed Quality Assurance
- 7. Seed Quality Improvement
- 8. Seed Quality Research
- 9. Seed Quality Education
- 10. Seed Quality Extension

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Apsa Social Media



\*\*\* Physical event sponsorship discount credit must be applied to qualifying physical sponsorship packages (marketed separately) during duration of sponsorship, and cannot be redeemed/converted.



**Artwork Specifications**

**Color:** RGB colors, CMYK acceptable for online platform

**Bleed size:** 5 mm on four sides without crop marks

**Safety:** All graphics must be a minimum of 10 mm from trim on all four sides

**Formats:** Acceptable vector file formats: *.pdf, .eps and .svg*, for *.indd* and *.ai* have to included the whole package of all fonts and links files with minimum resolution 300dpi. For raster file formats must contain high resolution (300dpi or higher) in *.jpg/jpeg, .tiff* and *.psd*.

**Magazine trim size:** 210 x 297 mm

Digital Media Sponsor booking please contact:  
[komsak@apsaseed.org](mailto:komsak@apsaseed.org)

graphic inquireis please contact:  
[visavesa@apsaseed.org](mailto:visavesa@apsaseed.org)