

# 2019-2020 Marketing Opportunities



# Integrated Communications Focus

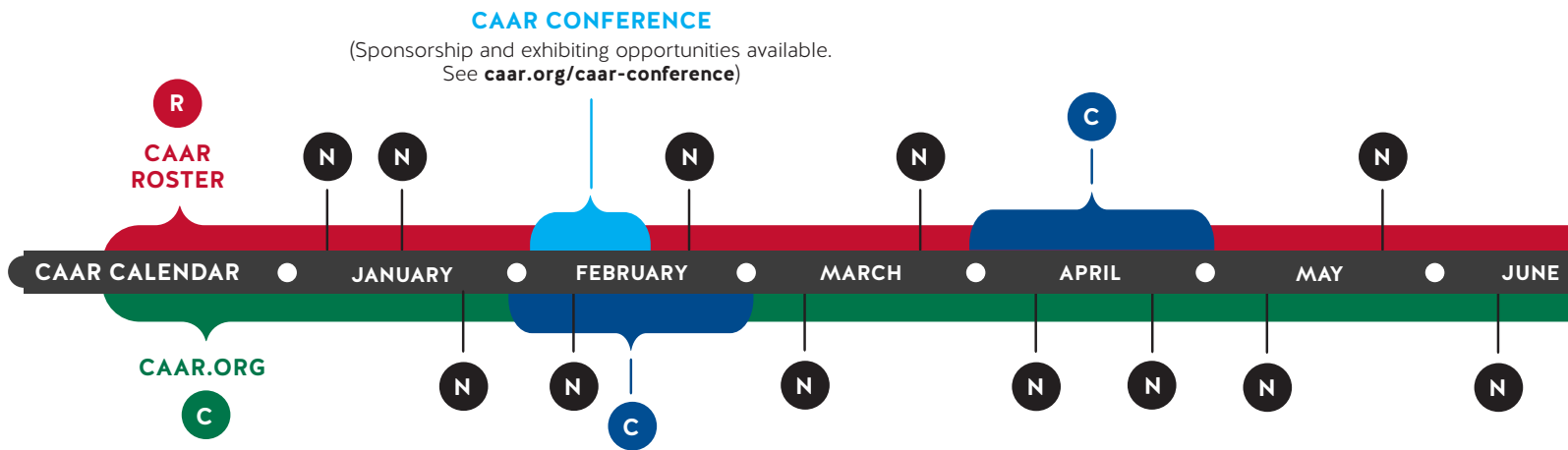
The Canadian Association of Agri-Retailers (CAAR) has developed a comprehensive suite of print and digital media channels that keep our members informed and offer advertisers an unparalleled integrated marketing opportunity to reach them.

Agri-retailers are producers' trusted source when researching purchasing and production decisions. CAAR's media channels are essential to agri-retailers keen to get the latest product information, production advice and industry insight.

The content delivered by each of our channels is specifically crafted to take advantage of the strengths of each medium and frequency.

Advertisers can count on an engaged audience of our valuable members when their marketing strategy includes a combination of our media channels to meet reach and frequency goals.

Put our channels to work for you and put your message in front of Canada's agri-retailers.



## THE COMMUNICATOR

The Communicator magazine combines insightful news and detailed reporting to provide the agri-retail sector with "the stories only we can tell".

A compelling mix of industry news, stories about the people that work in our sector and information on the latest products and issues in our industry, The Communicator is an essential read for our members.

**C** Circulation: 4,000+  
Publication Dates: February, April, August, October, December

## THE CAAR MEMBERSHIP ROSTER

The annual CAAR Membership Roster is the most comprehensive directory of agri-retailers and suppliers in the Canadian agriculture industry.

It's a coveted purchasing and networking tool that puts the contact information and pertinent details of hundreds of businesses and organizations at the fingertips of CAAR members.

**R** Circulation: 600+  
Publication Date: January

## THE CAAR CALENDAR

The annual CAAR Calendar occupies a high-visibility space on the walls of our member locations.

Display your advertising message for a month (or more!) alongside dates and events of importance to our agri-retail members. The CAAR Calendar is included with the December issue of The Communicator, in hand to kick off the new year!

**C** Circulation: 4,000+  
Publication Date: December

# used on Canada's Agri-Retailers



## The CAAR Conference

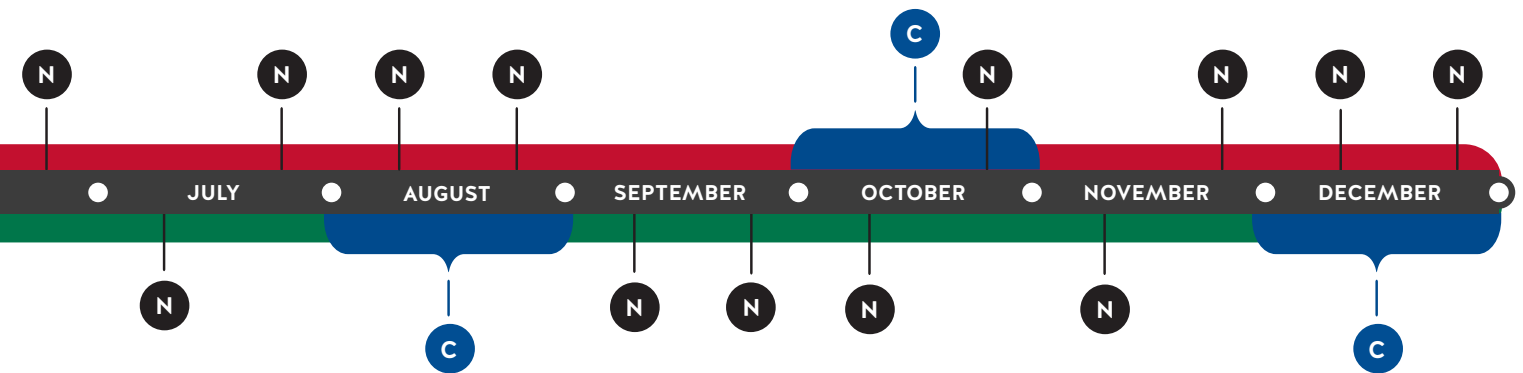
CAAR CONFERENCE IS THE AGRI-RETAIL EVENT OF THE YEAR.

Whether you seek to build your brand, launch a new product, or simply be recognized for your support of this important event and association, participation in the CAAR Conference will leave a lasting impression.

- From Diamond to Bronze, there's a level of conference sponsorship to suit every budget. Choose from five tiers of general sponsorship, or consider sponsoring a speaker's panel, a networking break or a branded giveaway.
- Showcase your product or service as an exhibitor at the conference tradeshow. Meet existing and potential customers, make valuable connections and generate leads.

- Donate a prize to the Pro-Ag Investments Auction. This popular conference event supports association activities and advocacy efforts, and is CAAR's only fundraiser.
- Have an idea for sponsorship? Contact CAAR at [info@caar.org](mailto:info@caar.org) and 204-989-9300 to custom design a package, tailor-made to fit your company's marketing objectives.

For more information on the CAAR Conference, please visit [caar.org/caar-conference](http://caar.org/caar-conference) or contact [info@caar.org](mailto:info@caar.org) and 204-989-9300.



## THE CAAR NETWORK

The bi-weekly CAAR Network email newsletter is delivered to over a thousand agri-retailers' inboxes.

Carefully curated to share essential association and industry updates every two weeks, our members trust the CAAR Network to inform them of the latest news that affects agri-retail, important CAAR programs and events and updates.

**N** **Circulation:** 1,100+  
**Publication Dates:** bi-weekly,  
Tuesdays

## CAAR.ORG

Members rely on the association website, [caar.org](http://caar.org), for up-to-the-minute essential information and services for agri-retailers.

This member portal delivers association and industry news as it happens and services to membership, such as training, CAAR Mart and member alerts.

Enhanced digital content from each issue of The Communicator is available online after print publication.

**C** **Traffic:** 2,000+ visitors per month

Interested in advertising in one or more of CAAR's media channels?

### CONTACT:

Robert Samletzki,  
WTR Media Sales  
T: 403-296-1346  
TF: 888-296-1987 x3  
C: 403-804-0718  
F: 403-296-1341  
E: [robert@wtrmedia.com](mailto:robert@wtrmedia.com)

For rates and more information, please visit [caar.org](http://caar.org).

# THE COMMUNICATOR

**Circulation:** 4,000+

**Surveyed Readership:** 3.5 Readers Per Copy

**Total Market Reach:** 14,000

**Deadlines:** **ISSUE**

**BOOKING**

**MATERIAL**

August/19 . . . . .	June 27, 2019 . . . . .	July 4, 2019
October/19 . . . . .	August 29, 2019 . . . . .	September 5, 2019
December/19 . . . . .	October 31, 2019 . . . . .	November 7, 2019
February/20 . . . . .	January 2, 2020 . . . . .	January 9, 2020
April/20 . . . . .	March 13, 2020 . . . . .	March 20, 2020

## ADVERTISING RATES

FULL COLOUR	1X	3X	5X
Double Page Spread	\$5,320	\$5,055	\$4,790
Junior Double Page Spread	\$2,800	\$2,660	\$2,520
Full Page	\$2,645	\$2,510	\$2,380
2/3 Page	\$2,270	\$2,160	\$2,045
1/2 Page	\$1,535	\$1,460	\$1,380
1/3 Page	\$1,155	\$1,095	\$1,040
1/4 Page	\$860	\$815	\$775

## PREMIUM AD POSITIONS

Inside Front Cover	\$3,435	\$3,265	\$3,095
Inside Back Cover	\$3,335	\$3,170	\$3,005
Outside Back Cover	\$3,570	\$3,390	\$3,210
Center Spread	\$6,650	\$6,300	\$5,900

**NOTE:** All rates are NET and do not include applicable taxes.

## SUPPLIED INSERTS / POLYBAGGING / SPECIAL PRODUCTS

Rate, issue availability, production requirements, closing dates, and other detailed information available on request. Rates for special products (gatefolds, etc.) are available on request.

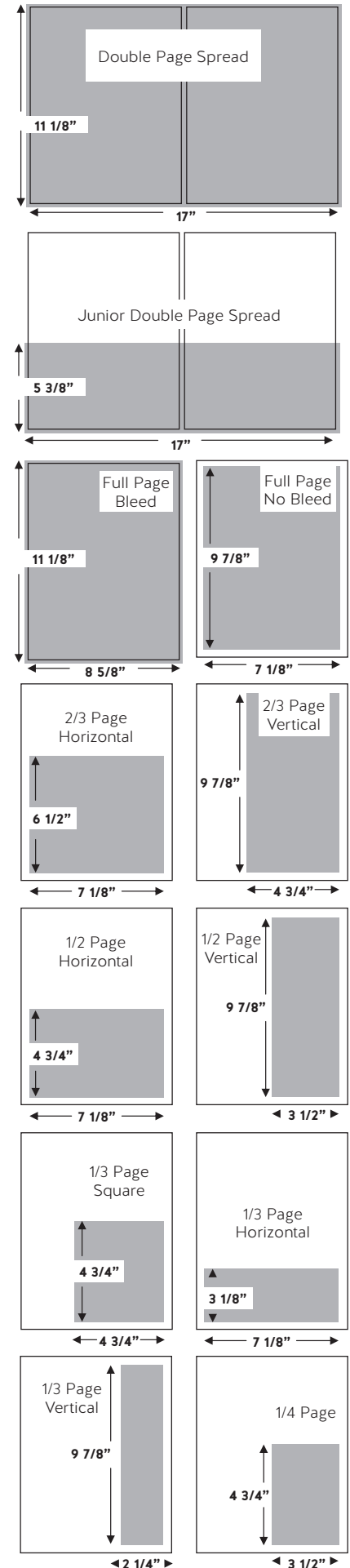
## MECHANICAL SPECIFICATIONS

SIZE (IN INCHES)	WIDTH	HEIGHT
<b>Trim Size</b>	<b>8 3/8"</b>	<b>10 7/8"</b>
Double Page Spread*	17"	11 1/8"
Junior Double Page Spread**	17"	5 3/8"
Full Page with bleed*	8 5/8"	11 1/8"
Full Page no bleed	7 1/8"	9 7/8"
2/3 pg Horizontal	7 1/8"	6 1/2"
2/3 pg Vertical	4 3/4"	9 7/8"
1/2 pg Horizontal	7 1/8"	4 3/4"
1/2 pg Vertical	3 1/2"	9 7/8"
1/3 pg Square	4 3/4"	4 3/4"
1/3 pg Horizontal	7 1/8"	3 1/8"
1/3 pg Vertical	2 1/4"	9 7/8"
1/4 pg	3 1/2"	4 3/4"

\* includes 1/8 inch bleeds on all 4 sides.

\*\* includes 1/8 inch bleeds on 3 sides (excluding top).

**SAFETY:** All live matter must be 1/4 inch from trim on all sides.



# THE CAAR ROSTER

**Circulation:** CAAR Membership

**Deadlines:** **BOOKING**  
November 21, 2019

**MATERIAL**  
November 28, 2019

**DISTRIBUTED**  
January, 2020

## ADVERTISING RATES

FULL COLOUR	MEMBER	NON-MEMBER
Full Page	\$1,193	\$1,325
2/3 Page	\$1,002	\$1,113
1/2 Page	\$858	\$954
1/4 Page	\$620	\$689
Logo above Listing(s)	\$300	-

## PREMIUM AD POSITIONS

Tab	\$1,383	\$1,537
Inside Front Cover	\$1,479	\$1,643
Inside Back Cover	\$1,479	\$1,643
Outside Back Cover	\$1,670	\$1,856

**NOTE:** All rates are NET and do not include applicable taxes.

## MECHANICAL SPECIFICATIONS

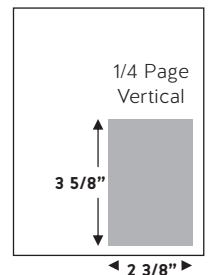
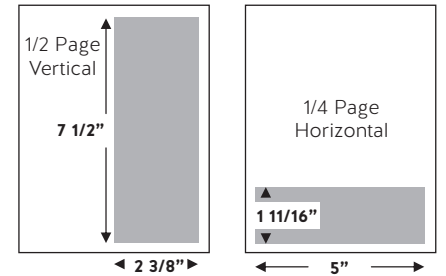
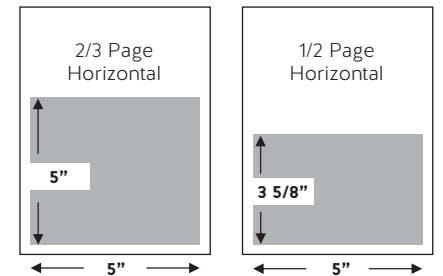
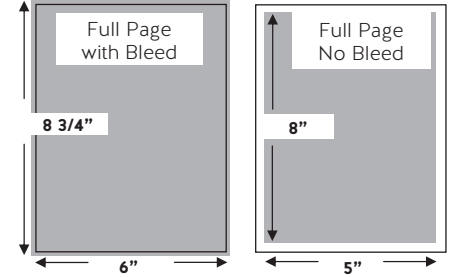
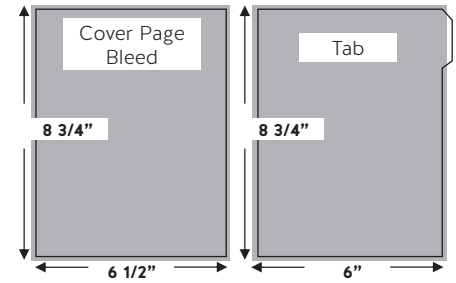
SIZE (IN INCHES)	WIDTH	HEIGHT
<b>Trim Size: Cover Pages</b>	<b>6 1/4"</b>	<b>8 1/2"</b>
<b>Trim Size: Inside Pages &amp; Tabs</b>	<b>5 3/4"</b>	<b>8 1/2"</b>
Cover with bleed*	6 1/2"	8 3/4"
Inside Full Page with bleed*	6"	8 3/4"
Inside Full Page no bleed	5"	8"
Tab with bleed*	6"	8 3/4"
2/3 Horizontal	5"	5"
1/2 Horizontal	5"	3 5/8"
1/2 Vertical	2 3/8"	7 1/2"
1/4 Horizontal	5"	1 11/16"
1/4 Vertical	2 3/8"	3 5/8"

\* includes 1/8 inch bleeds on all 4 sides.

SAFETY: All live matter must be 1/4 inch from trim on all sides.

GUTTER SAFETY: 3/16 inch on each side (total 3/8 inch).

This is a coil bound publication. Perfect alignment of type or design across the gutter of two facing pages cannot be guaranteed.



# THE CAAR CALENDAR

**Circulation:** 4,000+ (Distributed with The Communicator, Dec/19)

**Deadlines:** **BOOKING**  
October 31, 2019

**MATERIAL**  
November 7, 2019

## ADVERTISING RATES

FULL COLOUR	MEMBER	NON-MEMBER
Full Page	\$2,500	\$3,000

## MECHANICAL SPECIFICATIONS

SIZE (IN INCHES)	WIDTH	HEIGHT
Full Page Trim Size	11"	8 1/2"
Full Page with bleed	11 1/4"	8 3/4"

**NOTE:** All rates are NET and do not include applicable taxes.

\* includes 1/8 inch bleeds on all 4 sides.

SAFETY: All live matter must be 1/4 inch from trim on all sides.

**ADVERTISING INQUIRIES:** Robert Samletzki, WTR Media Sales **T:** 403-296-1346 **C:** 403-804-0718 **E:** robert@wtrmedia.com

# THE CAAR NETWORK

**Circulation:** 1,100+ subscribers

**Delivery:** Bi-weekly, Tuesdays

**Deadline:** One week prior to scheduled send

## ADVERTISING RATES (PER E-NEWSLETTER)

FREQUENCY	MEMBER	NON-MEMBER
1 to 6	\$185	\$230
7 to 12	\$175	\$220
13 to 18	\$165	\$210
19 to 24	\$155	\$200

**NOTE:** All rates are NET and do not include applicable taxes.

## CAAR.ORG

**Deadline:** One week prior to scheduled start date

## ADVERTISING RATES (RUN OF SITE IMPRESSIONS)

IMPRESSIONS	MEMBER	NON-MEMBER
per 1000	\$100	\$125

**NOTE:** All rates are NET and do not include applicable taxes.

## SPONSORED CONTENT

Sponsored content is featured on the home page of **caar.org** for 14 days and included in the issue of the CAAR Network that is sent in that time period.

**Deadline:** One week prior to scheduled start date

WORD COUNT	MEMBER	NON-MEMBER
250 or less	\$375	\$450
251 or more	\$1.75/word	\$2.00/word

**NOTE:** All rates are NET and do not include applicable taxes.

### RICH MEDIA CONTENT / VIDEO CONTENT

Rate, placement availability, file specifications and other detailed information available on request. Please contact your advertising representative.

## DIGITAL AD SIZES:

### LEADERBOARD

**728 x 90 pixels**

**Please also supply your ad in 320 x 100 pixels for mobile display.**

Max Size: 100kb

### BIG BOX / MEDIUM RECTANGLE

**300 x 250 pixels**

Max Size: 100kb

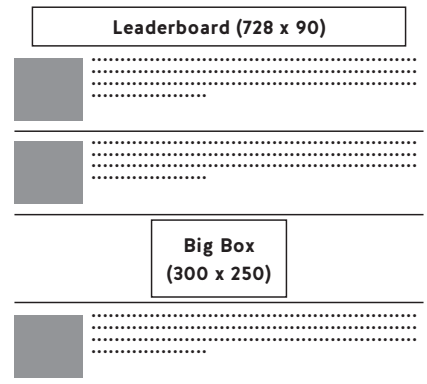
Animated GIF can not run longer than 15 seconds and must not loop.

Rich media (ie expandable ads and embedded video) may incur additional premiums, please check with your advertising representative for rates and specs.

## ACCEPTABLE FORMAT:

### JPG, PNG, GIF

Please follow the Interactive Advertising Bureau (IAB) Standards, Guidelines & Best Practices - [iab.com](http://iab.com)



# File Specifications

## PRINT ADVERTISING FILE SPECIFICATIONS

### PREFERRED FORMAT:

Press-optimized PDF: Embed all fonts & graphics. Include all printer's marks.

### OTHER ACCEPTABLE FORMATS:

#### COLLECTED PC INDESIGN CS5 FILES:

High-resolution (300 dpi) images at 100% size.

#### PHOTOSHOP TIFF, EPS OR JPG:

300 dpi at 100% size. Due to user-defined JPG compression settings, we cannot guarantee the quality of JPG reproduction.

#### ILLUSTRATOR EPS FILE FORMATS:

Vector images only, all fonts converted to outlines.

#### FORMATS NOT ACCEPTED:

Microsoft Word, Power Point, Excel, Publisher or CorelDraw.

#### FONTS:

OpenType, Type 1 Postscript and Embeddable TrueType are accepted. MultipleMaster and Type 3 fonts NOT accepted. We may substitute OpenType fonts for TrueType fonts that are not embedded in a PDF.

## WEB ADVERTISING FILE SPECIFICATIONS

### ACCEPTABLE FORMAT:

#### JPG, PNG, GIF

Please follow the Interactive Advertising Bureau (IAB) Standards, Guidelines & Best Practices - [iab.com](http://iab.com)

## SENDING FILES

Please e-mail small files (<8MB), as an attachment, to: [ads@suckerpunch.ca](mailto:ads@suckerpunch.ca)

## PRODUCTION:

### SUCKERPUNCH

Knockout Creative

E: [ads@suckerpunch.ca](mailto:ads@suckerpunch.ca)

T: 204-452-9446

F: 204-283-9657

W: [suckerpunch.ca](http://suckerpunch.ca)

### CREATIVE DIRECTOR

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### DIGITAL MEDIA DIRECTOR

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### GRAPHIC DESIGNERS

Luiza Baptista

E: [luiza@suckerpunch.ca](mailto:luiza@suckerpunch.ca)

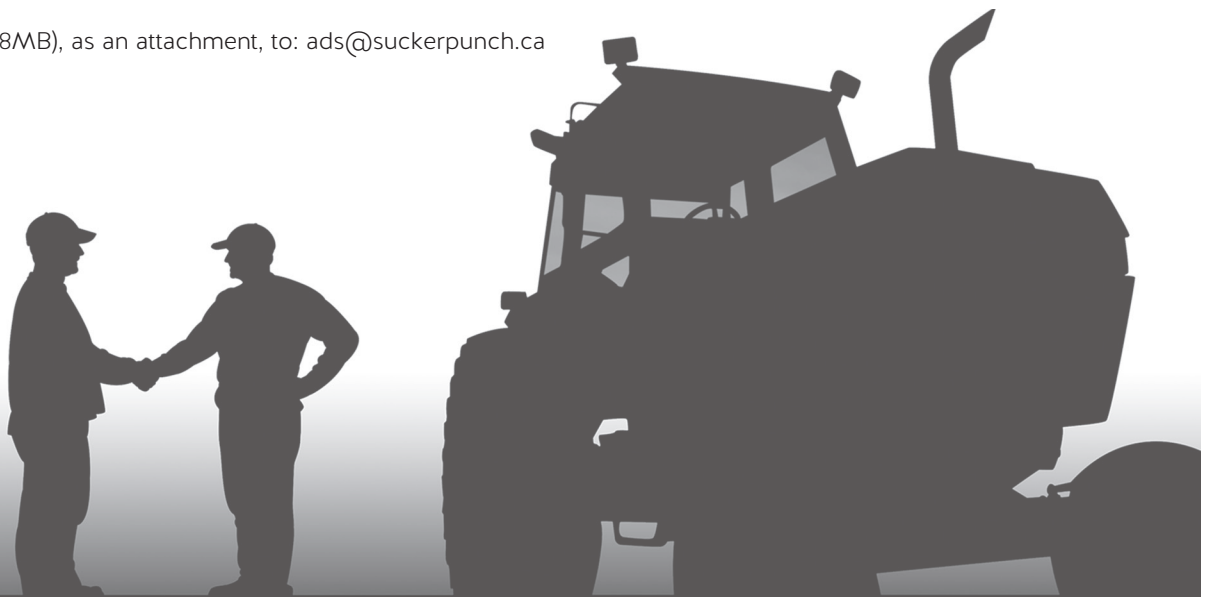
Deanna Leppik

E: [deanna@suckerpunch.ca](mailto:deanna@suckerpunch.ca)

### DIGITAL DEVELOPER

Jesse Dyck

E: [jesse@suckerpunch.ca](mailto:jesse@suckerpunch.ca)



## **PUBLISHER**

### **CAAR**

Canadian Association of Agri-Retailers

T: 204-989-9300

TF: 800-463-9323

F: 204-989-9306

E: [info@caar.org](mailto:info@caar.org)

W: [caar.org](http://caar.org)

## **ADVERTISING**

### **ROBERT SAMLETZKI**

WTR Media Sales

T: 403-296-1346

TF: 888-296-1987 x 3

C: 403-804-0718

F: 403-296-1341

E: [robert@wtrmedia.com](mailto:robert@wtrmedia.com)

## **CONTENT/PRODUCTION**

### **SUCKERPUNCH**

Knockout Creative

T: 204-452-9446

F: 204-283-9657

E: [ads@suckerpunch.ca](mailto:ads@suckerpunch.ca)

W: [suckerpunch.ca](http://suckerpunch.ca)

**CAAR.ORG**

