

An aerial photograph of a tractor pulling a sprayer through a lush green field. The tractor is positioned in the upper center, moving away from the viewer. The field is divided into neat rows, and the sprayer is emitting a wide, misty spray of white liquid. The lighting is bright, suggesting a sunny day, with a warm glow in the upper right corner. The bottom of the image features a decorative graphic with a green and blue gradient.

2020/21 Marketing Opportunities

THE CAAR COMMUNICATOR

Circulation: 3,750+

Surveyed Readership: 3.5 Readers Per Copy

Total Market Reach: 13,125, each issue also available online at caar.org

Deadlines:	ISSUE	BOOKING	MATERIAL
	August/20	June 25, 2020	July 3, 2020
	October/20	August 27, 2020	September 3, 2020
	December/20	October 29, 2020	November 5, 2020
	February/21	December 31, 2020	January 7, 2021
	April/21	March 4, 2021	March 11, 2021

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.

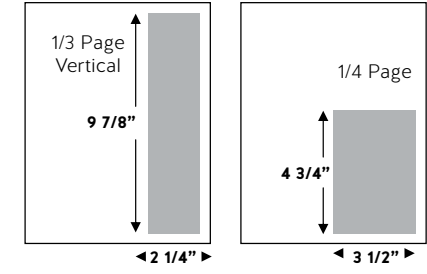
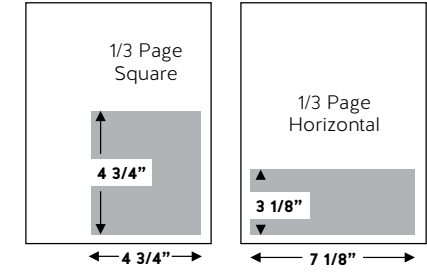
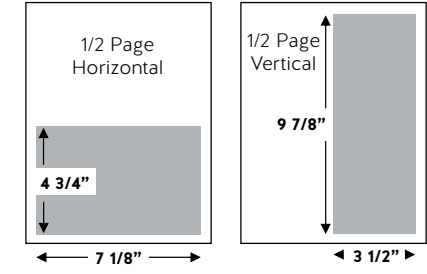
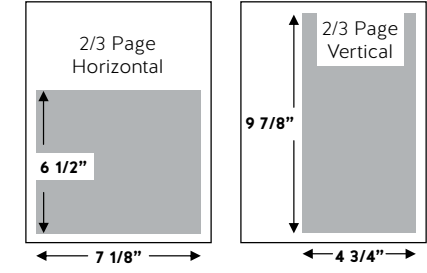
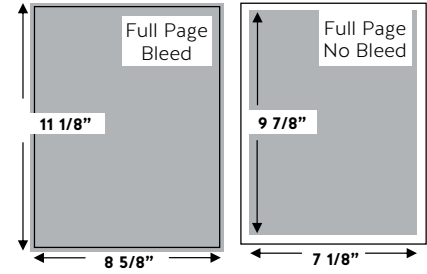
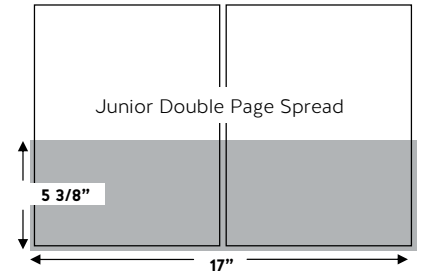
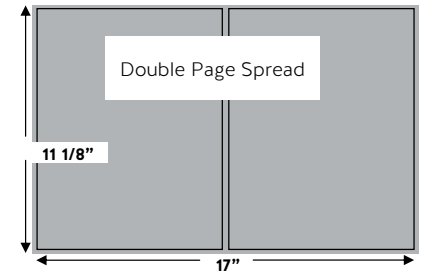
MECHANICAL SPECIFICATIONS

SIZE (IN INCHES)	WIDTH	HEIGHT
Trim Size	8 3/8"	10 7/8"
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 NETWORK

Circulation: 850+ 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, ~4,000/MONTH)

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

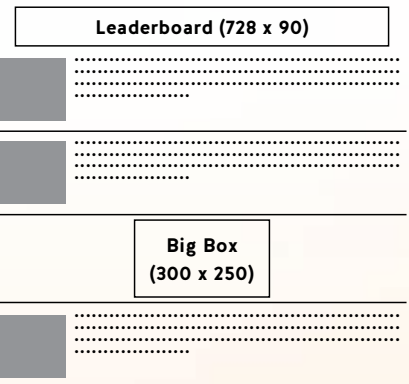
Animated GIF can not run longer than 15 seconds and must not loop.

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



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.

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

WEB ADVERTISING FILE SPECIFICATIONS

ACCEPTABLE FORMAT:

JPG, PNG, GIF

Please follow the Interactive Advertising Bureau (IAB) Standards, Guidelines & Best Practices - iab.com

SENDING FILES

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

PUBLISHER

CAAR

Canadian Association of Agri-Retailers

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ADVERTISING

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