



**CAAR'S**

**2023 - 2024  
MEDIA KIT**





Established in 1995, the Canadian Association of Agri-Retailers (CAAR) is a member-driven non-for-profit association representing Canada's ag retailers.

CAAR's diverse membership represents the entire crop inputs sector: fertilizer, crop protection, biotechnology, seed, services, storage and handling, and equipment. With over 500 members, representing retailers, suppliers, manufacturers, consultants and industry associations, CAAR's strength and reputation is growing.

As the recognized voice for retail, CAAR advocates on behalf of all of Canada's ag retailers to ensure that their voice is represented consistently and ethically with regulators, industry groups and to the public.

Farms.com is delighted to have been selected by CAAR to enter into a strategic partnership to provide communications and creative services to the organization, and to be coordinating the production of CAAR Communicator magazine as well as the CAAR Newtwork newsletter.

PUBLISHER  
CAAR

CIRCULATION

**3,500 SUBSCRIBERS**

TOTAL MARKET REACH

**13,125**

SURVEYED READERSHIP PER COPY

**3.5 READERS**



## DEADLINES

ISSUE	BOOKING	MATERIAL	EDITORIAL
December 2023	November 9	November 16	November 6
February 2024	January 8	January 15	January 2
April 2024	March 14	March 21	March 7
August 2024	July 11	July 18	July 4
October 2024	September 12	September 19	September 5
December 2024	November 20	November 27	November 13

## ADVERTISING RATES

FULL COLOUR	1X	3X	5X	PREMIUM AD POSITIONS	1X	3X	5X
Double Page Spread	\$5,825	\$5,585	\$5,510	Inside Front Cover	\$3,750	\$3,560	\$3,380
Full Page	\$2,885	\$2,755	\$2,600	Inside Back Cover	\$3,640	\$3,460	\$3,275
2/3 Page	\$2,470	\$2,340	\$2,230	Outside Back Cover	\$3,900	\$3,690	\$3,485
1/2 Page	\$1,665	\$1,560	\$1,510	Centre Spread	\$7,250	\$6,864	\$6,450
1/3 Page	\$1,250	\$1,195	\$1,145	<b>NOTE:</b> All rates are NET and do not include applicable taxes. <b>SUPPLIED INSERT/POLYBAGGING/SPECIAL PRODUCTS:</b> Rate, issue availability, production requirements, closing dates, and other detailed information available on request. Rates for special products (gatefolds, etc) are available on request.			
1/4 Page	\$936	\$885	\$840				

## AD SIZES (IN INCHES | WIDTH X HEIGHT)

AD SIZE	TRIMED	WITH BLEED	
Double Page Spread	16.25" x 10.875"	16.5" x 11.125"	
Full Page	8.125" x 10.875"	8.375" x 11.125"	<b>NOTE:</b> All live matter must be 1/4" from trim on all sides.
2/3 Page Horizontal	7" x 6.25"		
2/3 Page Vertical	4.625" x 10"		
1/2 Page Horizontal	7" x 4.875"		
1/2 Page Vertical	3.375" x 10"		
1/2 Page Island	4.625" x 7.5"		
1/3 Page Horizontal	7" x 3.25"		
1/3 Page Vertical	2.25" x 10"		
1/3 Page Square	4.625" x 4.875"		
1/4 Page Horizontal	7" x 2.25"		
1/4 Page Square	3.375" x 4.875"		
1/6 Page Horizontal	4.625" x 2.25"		
1/6 Page Vertical	2.25" x 4.875"		
1/12 Page	2.25" x 2.25"		

# CAARNETWORK

## 2023 DEADLINES

July 11	September 12	November 7
July 25	September 26	November 21
August 15	October 11	December 5
August 29	October 24	December 19

## 2024 DEADLINES

January 9	April 30	September 11
January 23	May 14	September 25
February 6	June 11	October 11
February 21	June 25	October 24
March 5	July 9	November 7
March 19	July 23	November 21
April 2	August 13	December 5
April 16	August 27	December 19

## NEWSLETTER AD SIZES

### LEADERBOARD

728 x90 pixels

### BIG BOX

300 x 250 pixels

### ACCEPTABLE FORMATS:

JPG, PNG, GIF, HTML5

Max file size: 100K

Please provide the destination URL for all ads and Campaign Manager ad tags.

For disability compliance, please ensure all ads include alt text.



### LEADERBOARD



**CAAR's Year in Review**  
The ag industry showed strength and unity in the face of the many challenges presented in 2020 as COVID-19 drastically changed how ag retailers conducted business. As an essential service, businesses in all areas of the agriculture industry had to find innovative ways to pivot their norms in a world that changed overnight.

[READ MORE](#)



**Last Chance to Watch Speaker Sessions from the 2021 Virtual CAAR Conference**  
Don't forget your CAAR Conference registration provides you even more value by giving you the opportunity to rewatch all 23 speaker sessions, download the contracts you made during the event and earn up to 5.5 CCA credits until Friday, March 5.

[READ MORE](#)

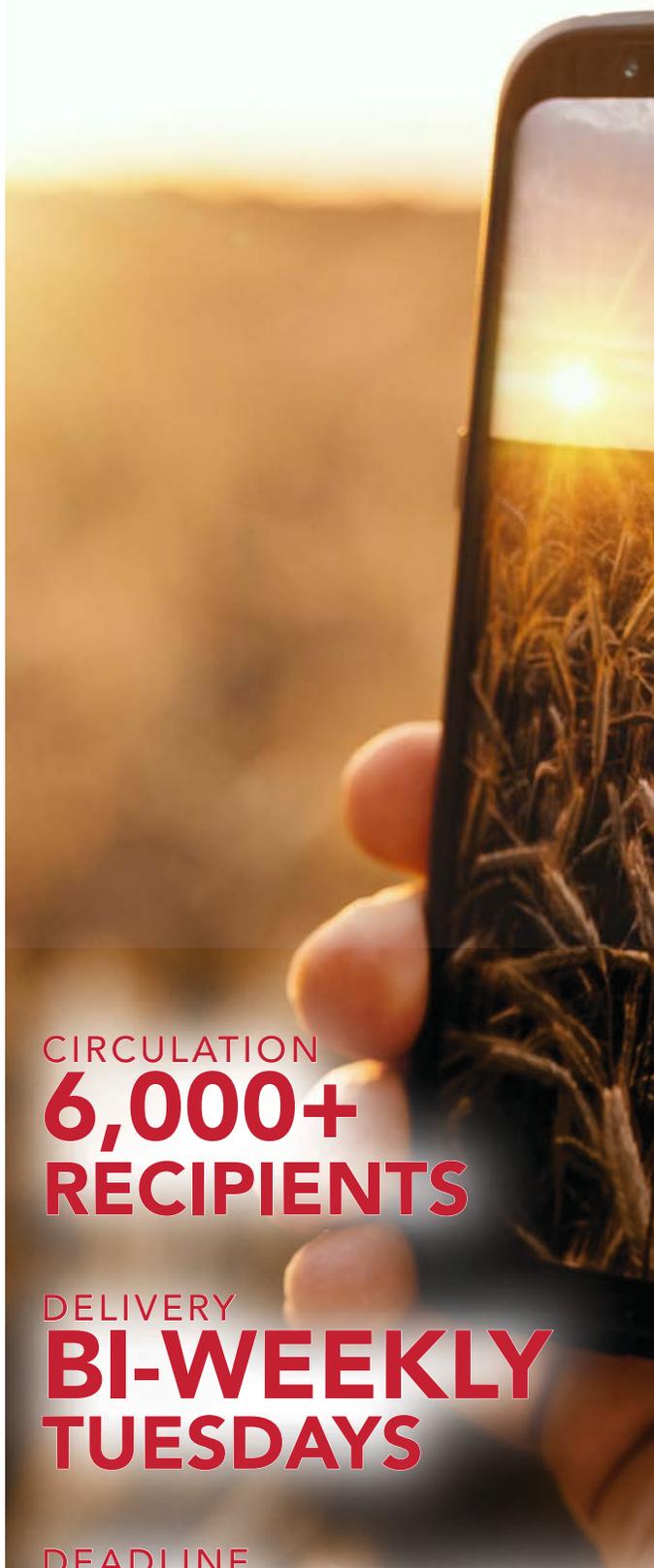


### BIG BOX

## ADVERTISING RATES (per e-newsletter)

FREQUENCY	MEMBER	NON-MEMBER
1 - 6	\$250	\$325
7 - 12	\$225	\$300
13 - 18	\$200	\$275
19 - 24	\$175	\$250

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



CIRCULATION  
**6,000+**  
RECIPIENTS

DELIVERY  
**BI-WEEKLY**  
**TUESDAYS**

DEADLINE  
**1 WEEK PRIOR**  
**TO SCHEDULED SEND**

# CAAR.ORG

DEADLINE

## 1 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.

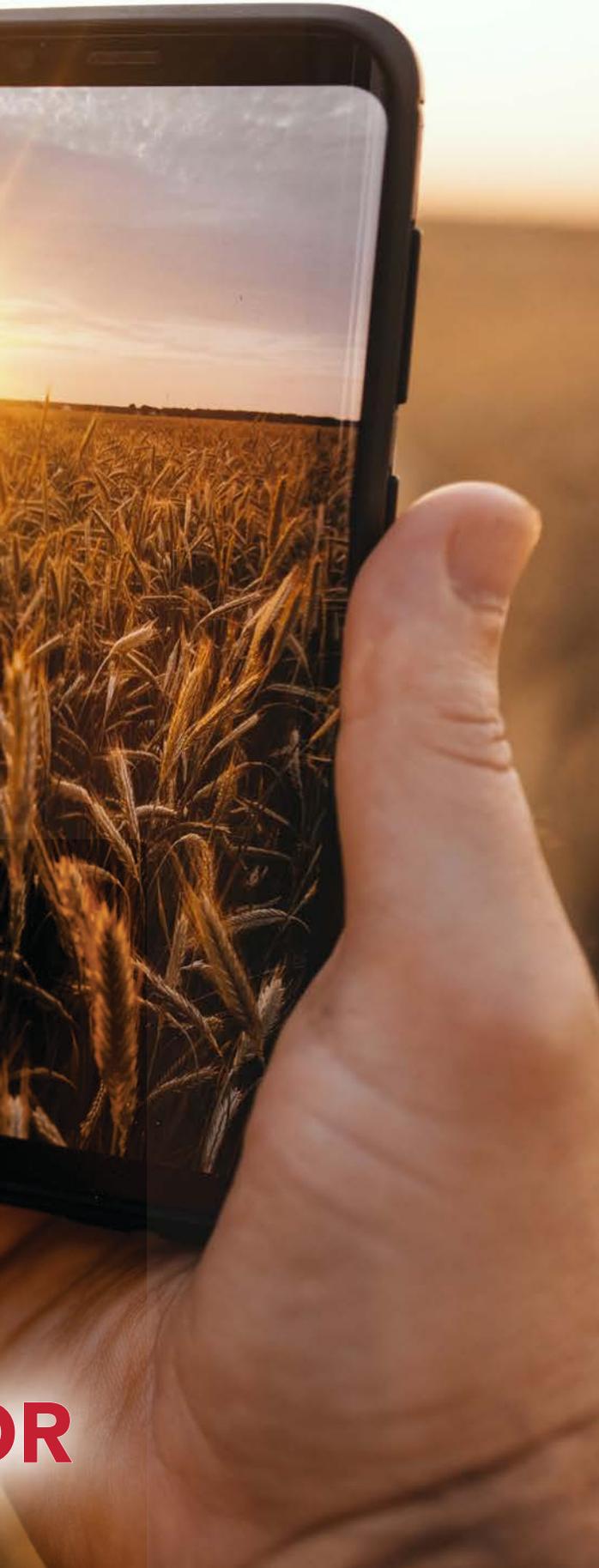
### SPONSORED CONTENT

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. All Sponsored Content is featured on the website as well as in CAAR Network. Article will also be tweeted once.

WORD COUNT	MEMBER	NON-MEMBER
150-550	\$450	\$600

**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.



OR



# FILE SPECIFICATIONS

## PRINT ADVERTISING

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

**OTHER ACCEPTABLE FORMATS:** Collected PC Indesign CC 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.

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## WEB ADVERTISING

**ACCEPTABLE FORMATS:** JPG, PNG, GIF

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

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## SENDING FILES

Please email small files (<8MB), as an attachment to [ads@farms.com](mailto:ads@farms.com)

### PUBLISHER

#### CAAR

Canadian Association of Agri-Retailers

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### ADVERTISING

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