



2016 MEDIA PLANNER



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

PRODUCTION:
SUCKERPUNCH

Knockout Creative
T: 204.452.9446
F: 204.283.9657
E: ads@suckerpunch.ca
W: suckerpunch.ca



CAAR's publications speak to the agri-retail world.

We work to inform and support Canada's agri-retail sector, and our communications channels reflect this commitment. Our publications feature the news and insight that is important to your industry, delivered in a timely and relevant manner to readers nationwide.

1

THE COMMUNICATOR

The agri-retail sector's trusted source of industry, business, product and regulatory news for over twenty years.

2

THE CAAR ROSTER

The most comprehensive directory of agri-retailers and suppliers in the Canadian agriculture industry. 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.

3

THE CAAR CALENDAR

Display your advertising message for a month (or more!), alongside dates and events of importance to our agri-retail members.

4

THE CAAR NETWORK

A biweekly newsletter delivered to over a thousand agri-retailers' inboxes. Covering the latest news that affects agri-retail, and important CAAR programs, events and updates.



A yellow combine harvester is shown from a low angle, moving through a vast field of golden wheat. The harvester is positioned in the center of the frame, creating a path through the crop. The sky above is filled with large, dramatic clouds, with some light breaking through. The overall scene conveys a sense of agricultural productivity and the scale of modern farming.

REPRESENTING AGRI-RETAILERS
*who actively support Canadian growers
in the production of the highest quality
food by protecting food quality, farm
productivity and sustainability.*

YOUR DIRECT CONNECTION
TO CANADA'S AGRI-RETAILERS

THE COMMUNICATOR

Circulation: 4,700

Surveyed Readership: 3.5 Readers Per Copy

Total Market Reach: 16,747

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The Communicator combines insightful news and detailed reporting from the field to provide the agri-retail world with “the stories only we can tell.”



2016 EDITORIAL CALENDAR

ISSUE	THEME	BOOKING DEADLINE	ARTWORK DEADLINE
FEBRUARY	<p>ISSUES AND ADVOCACY</p> <p>The February issue will examine the issues and policies that affect the agri-retail world, with a focus on politics, trade, economy and what CAAR has accomplished in the last year.</p>	December 18, 2015	December 23, 2015
MAY	<p>PEOPLE, PRODUCTION AND PROTECTION</p> <p>We ask agri-retailers to share their stories from the past year. You'll get the inside scoop on operations, technologies, practices and philosophies that are happening in the agri-retail world.</p>	March 4, 2016	March 18, 2016
JULY	<p>THE BUSINESS ISSUE</p> <p>In July, we will explore the people and processes that make the agri-retail sector successful, with a focus on software advancements, human resources, training, business processes and management.</p>	May 20, 2016	June 3, 2016
SEPTEMBER	<p>FOCUS ON MARKETING</p> <p>The September issue takes on the marketing side of the agri-retail world. We look at the latest advertising trends, how they are being executed, and where agri-retailers should be focusing their marketing dollars.</p>	July 22, 2016	August 5, 2016
DECEMBER	<p>INNOVATION AND TECHNOLOGY</p> <p>To wind up the year, we will explore the best and brightest ideas and technologies that were revealed over the last year, sharing reviews and perspectives on new advancements in iron tech, precision agriculture, chemistry, and fertility.</p>	October 21, 2016	November 4, 2016

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

BLACK & WHITE	1X	3X	5X
Double Page Spread	\$3,070	\$2,915	\$2,765
Junior Double Page Spread	\$1,750	\$1,660	\$1,575
Full Page	\$1,535	\$1,460	\$1,380
2/3 Page	\$1,225	\$1,165	\$1,105
1/2 Page	\$980	\$930	\$880
1/3 Page	\$760	\$725	\$685
1/4 Page	\$580	\$550	\$520

PREMIUM AD POSITIONS	1X	3X	5X
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.

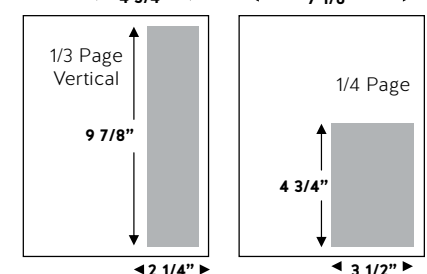
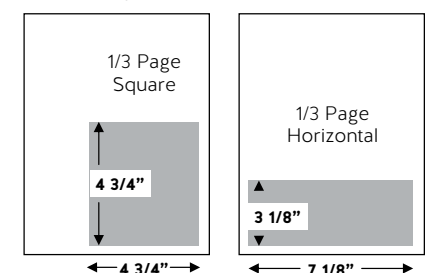
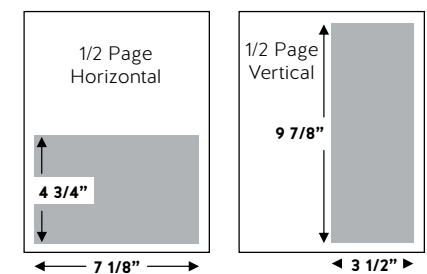
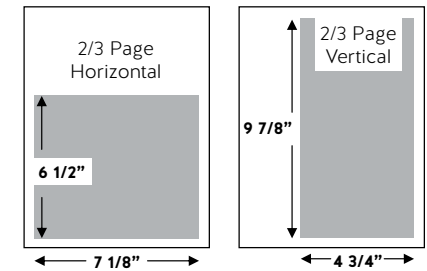
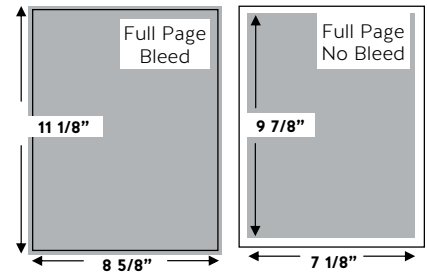
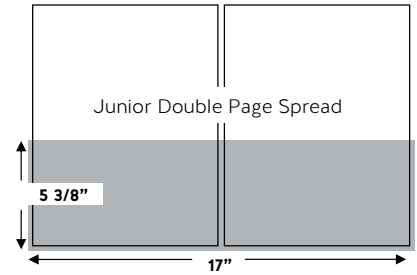
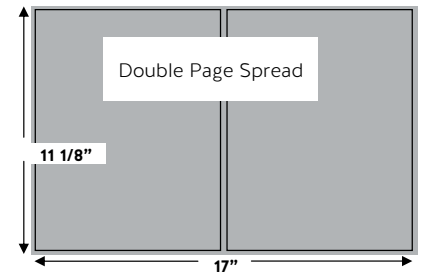
MECHANICAL SPECIFICATIONS

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 ROSTER

Circulation: Entire Membership

Surveyed Readership: 3 Readers Per Copy

Total Market Reach: 2,100

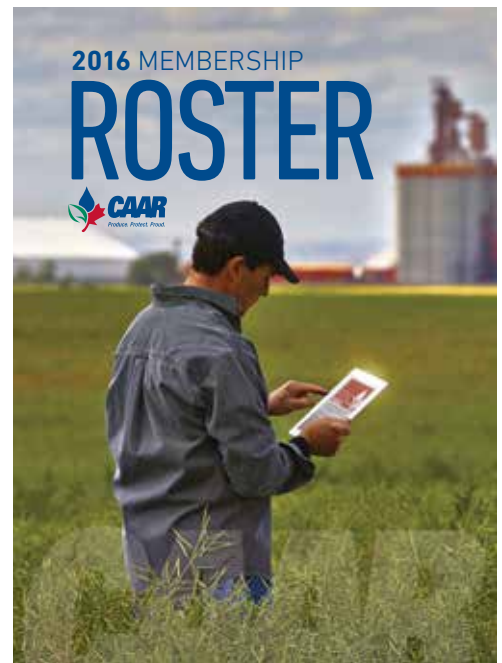
ADVERTISING: Robert Samletzki, WTR Media Sales

T: 403.296.1346 **C:** 403.804.0718 **E:** robert@wtrmedia.com

This publication's year-long shelf life and easy-to-navigate layout provides an ideal medium for your brand-building advertisements.

KEY FEATURES:

- The ONLY nationally distributed agri-retailer directory
- The largest and most qualified Canadian circulation
- Loyal member readership
- Generate leads and contacts directly with the largest retailers in the industry



Every CAAR member has access to invaluable contact information with the CAAR Roster – and now they'll see your message along with it!



75%

OF FARMERS TURN TO THEIR AGRI-RETAILER WHEN RESEARCHING THEIR PURCHASE DECISIONS.

*STRATUS AG RESEARCH

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

BLACK & WHITE

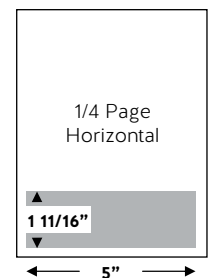
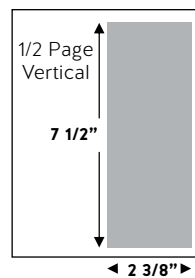
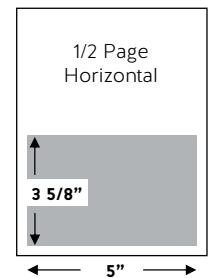
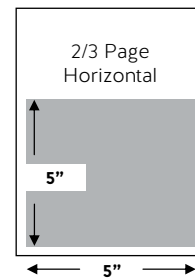
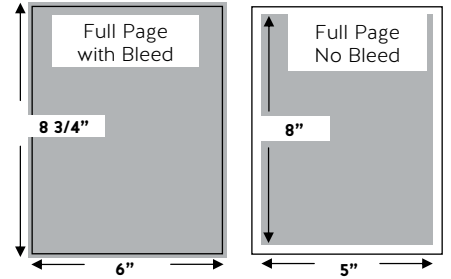
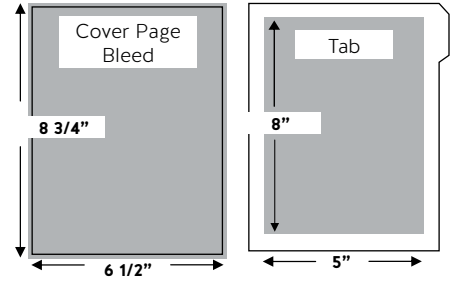
Full Page	\$858	\$954
2/3 Page	\$709	\$788
1/2 Page	\$611	\$678
1/4 Page	\$438	\$487

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

LOGO ABOVE LISTING(S)- \$298

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



MECHANICAL SPECIFICATIONS

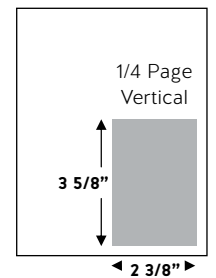
SIZE (IN INCHES)	WIDTH	HEIGHT
Trim Size: Cover Pages	6 1/4"	8 1/2"
Trim Size: Inside Pages	5 3/4"	8 1/2"
Cover with bleed*	6 1/2"	8 3/4"
Inside Full Page with bleed*	6"	8 3/4"
Inside Full Page no bleed	5"	8"
Tab (no bleeds allowed)	5"	8"
2/3 Horizontal	5"	5"
1/2 Horizontal	5"	3 5/8"
1/2 Vertical	2 3/8"	7 1/2"
1/4 Horizontal	5"	1 11/16"

* 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.



ADVERTISING DESIGN

If you do not have an advertisement ready to send us, the creative team at Suckerpunch will work with you to develop one at no additional charge.

THE CAAR CALENDAR

Circulation: 4,700 (Distributed with The Communicator)

ADVERTISING: Robert Samletzki, WTR Media Sales
T: 403.296.1346 **C:** 403.804.0718 **E:** robert@wtrmedia.com

The CAAR Calendar positions your message alongside a useful planning device, important dates and striking graphics.

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.

FILE SPECIFICATIONS

PREFERRED FORMAT:

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

OTHER ACCEPTABLE FORMATS:

COLLECTED PC INDESIGN CS5 FILES:

All Postscript and/or OpenType fonts enclosed,
no TrueType fonts accepted.
High-resolution (300 dpi) images at 100% size.

PHOTOSHOP TIFF, EPS OR JPG:

300dpi at 100% size. Due to jpeg compression settings, we cannot guarantee quality jpeg reproduction.

ILLUSTRATOR EPS FILE FORMATS:

Vector images only, all fonts converted to outlines.

FORMATS **NOT** ACCEPTED:

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

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

or FTP large files (>8MB) to:
<ftp://ads.suckerpunch.ca>
user: ads@suckerpunch.ca
pwd: SendIt!



POSITION YOUR MESSAGE
IN OFFICES AND WAREHOUSES ACROSS CANADA

THE CAAR NETWORK

Circulation: 1,000+ subscribers

ADVERTISING: Robert Samletzki, WTR Media Sales
T: 403.296.1346 C: 403.804.0718 E: robert@wtrmedia.com

This email newsletter features up-to-date news items curated for an agri-retail audience, delivered biweekly to members' inboxes.

ADVERTISING RATES (PER E-NEWSLETTER)

LARGE LEADERBOARD, 900 X 150	MEMBER	NON-MEMBER
1 to 6	\$185	\$230
7 to 12	\$175	\$220
13 to 18	\$165	\$210
19 to 24	\$155	\$200

BIG BOX, 300 X 250	MEMBER	NON-MEMBER
1 to 6	\$155	\$195
7 to 12	\$145	\$185
13 to 18	\$135	\$175
19 to 24	\$125	\$165

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

FILE SPECIFICATIONS

ACCEPTABLE FORMAT:

JPG, PNG, GIF

No animation, maximum file size 50KB.

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

Please e-mail your advertising file, as an attachment, to: ads@suckerpunch.ca

The CAAR Network is a bi-weekly digital roundup of the latest relevant news and association activities, delivered directly to over 1,000 CAAR member inboxes.

The Network is an indispensable tool for direct interaction with industry influencers, and a key component of an integrated marketing strategy.

The CAAR Network includes two dedicated Large Leaderboard positions: top and bottom, and two positions incorporated into the content, which may be a Large Leaderboard or a Big Box.

