

2017 Marketing Opportunities



Integrated Communications Focus

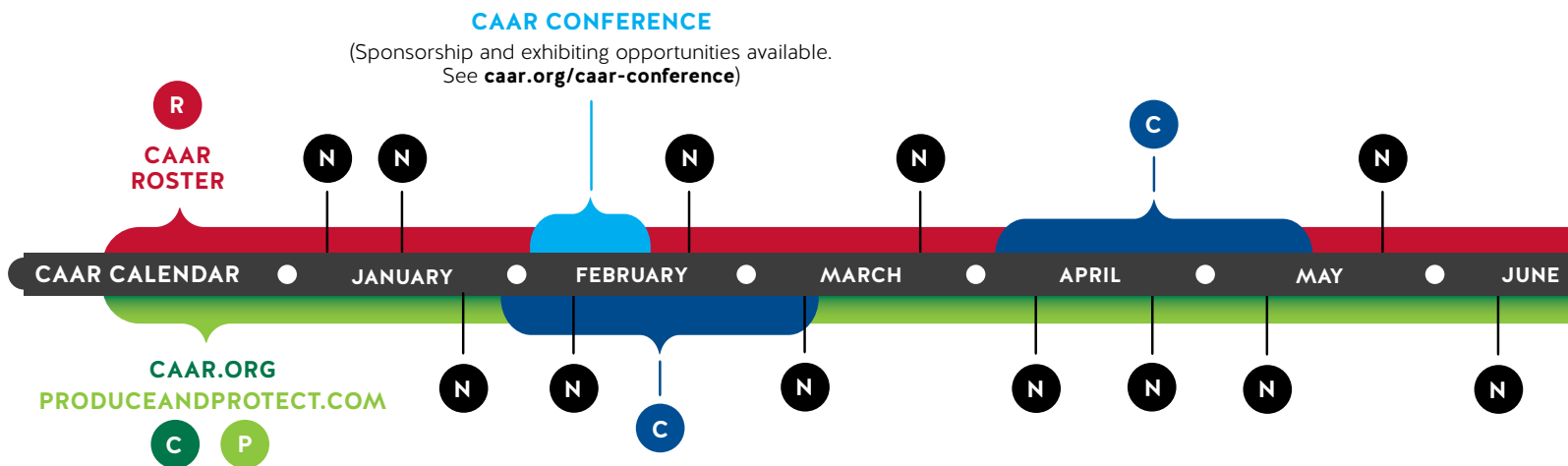
The Canadian Association of Agri-Retailers (CAAR) has developed a comprehensive suite of print and digital media channels that keep our members informed and offer advertisers an unparalleled integrated marketing opportunity to reach them.

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 CAAR COMMUNICATOR

The CAAR Communicator magazine combines insightful news and detailed reporting 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, July, September, 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

2017 CAAR COMMUNICATOR EDITORIAL CALENDAR

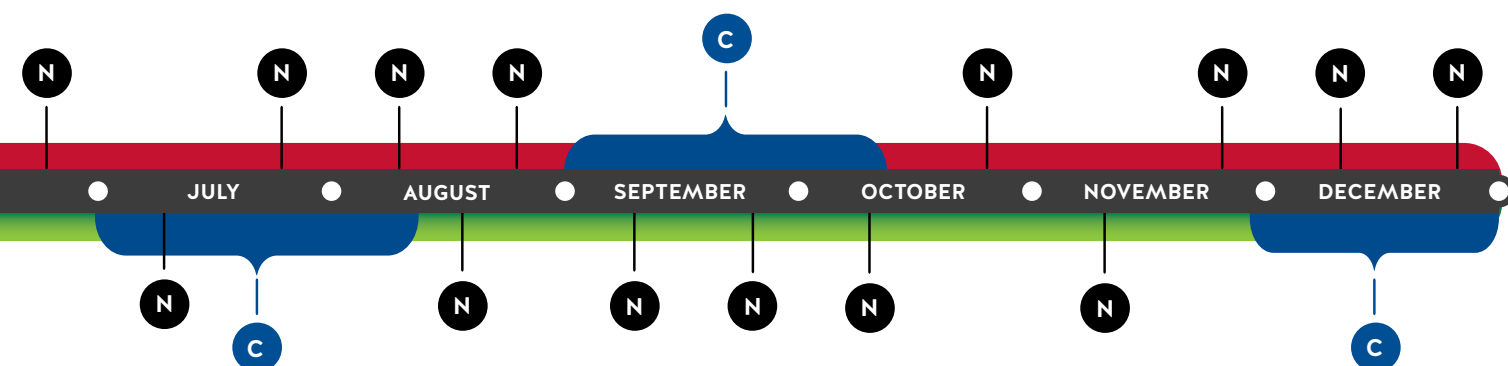
PUBLICATION DATE	EDITORIAL FOCUS
FEBRUARY 1	ISSUES AND ADVOCACY
APRIL 15	PEOPLE, PRODUCTION AND PROTECTION
JULY 1	THE BUSINESS ISSUE
SEPTEMBER 1	FOCUS ON MARKETING
DECEMBER 1	INNOVATION AND TECHNOLOGY

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

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E: robert@wtrmedia.com

For rates and more information, please visit caar.org.



THE CAAR NETWORK

The biweekly 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.

CAAR.ORG

Members rely on the association website, 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 CAAR Communicator is available online after print publication.

PRODUCEAND PROTECT.COM

The public face of the agri-retail industry, produceandprotect.com shares the story of our association and agri-retail with producers.

With a focus on industry advocacy and public outreach, this website is quickly becoming an essential destination for producers eager to find out the latest industry news and updates on the issues in agriculture.

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

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

P **Traffic:** 1,000+ visitors per month

THE COMMUNICATOR

Circulation: 4,000+

Surveyed Readership: 3.5 Readers Per Copy

Total Market Reach: 14,000

Deadlines:	ISSUE	BOOKING	MATERIAL
	February	January 2, 2017	January 10, 2017
	April	March 15, 2017	March 22, 2017
	July	June 5, 2017	June 13, 2017
	September	August 1, 2017	August 9, 2017
	December	November 1, 2017	November 8, 2017

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.

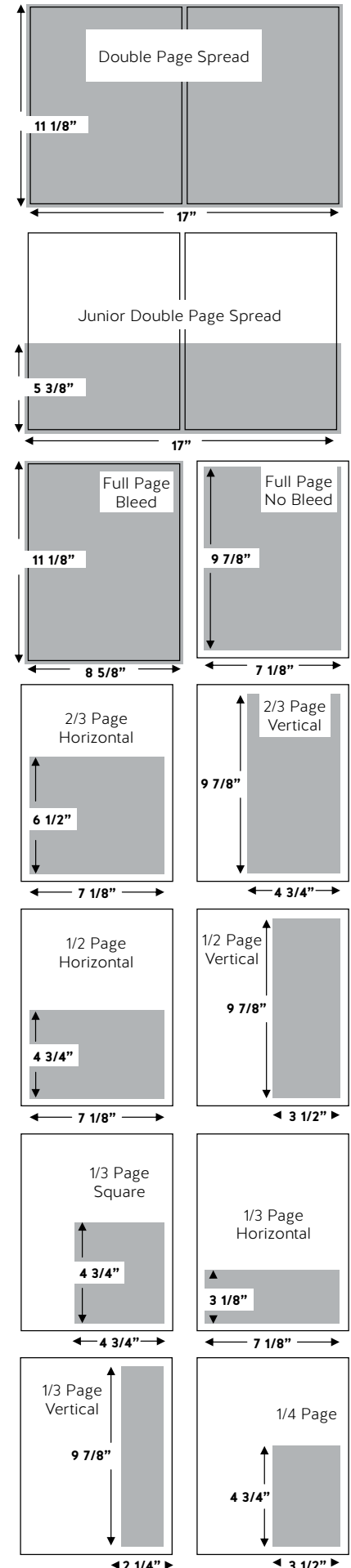
MECHANICAL SPECIFICATIONS

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 ROSTER

Circulation: CAAR Membership

Surveyed Readership: 3 Readers Per Copy

Total Market Reach: 1,800

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

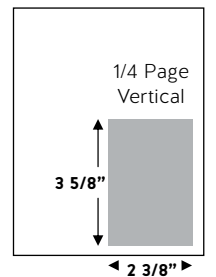
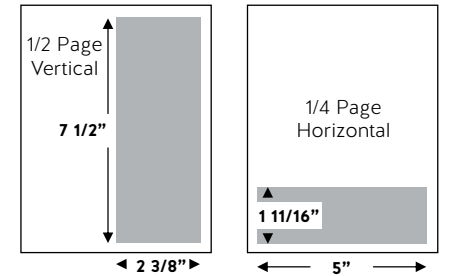
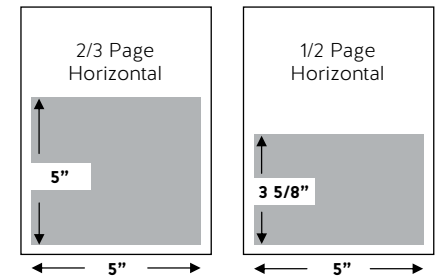
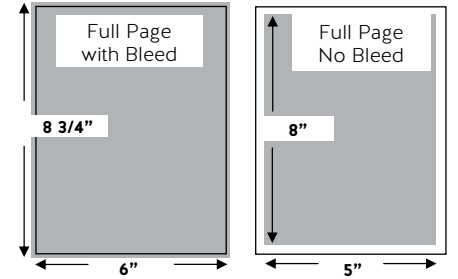
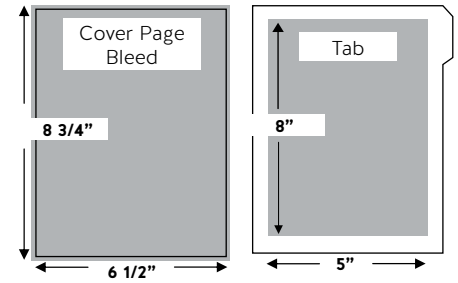
SIZE (IN INCHES)	WIDTH	HEIGHT
Trim Size: Cover Pages	6 1/4"	8 1/2"
Trim Size: Inside Pages	5 3/4"	8 1/2"
Cover with bleed*	6 1/2"	8 3/4"
Inside Full Page with bleed*	6"	8 3/4"
Inside Full Page no bleed	5"	8"
Tab (no bleeds allowed)	5"	8"
2/3 Horizontal	5"	5"
1/2 Horizontal	5"	3 5/8"
1/2 Vertical	2 3/8"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



THE CAAR CALENDAR

Circulation: 4,000+ (Distributed with The Communicator)

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.

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.

PRODUCEANDPROTECT.COM

Deadline: One week prior to scheduled start date

ADVERTISING RATES (RUN OF SITE IMPRESSIONS)

IMPRESSIONS	MEMBER	NON-MEMBER
per 1000	\$60	\$75

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

DIGITAL AD SIZES:

LEADER BOARD

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

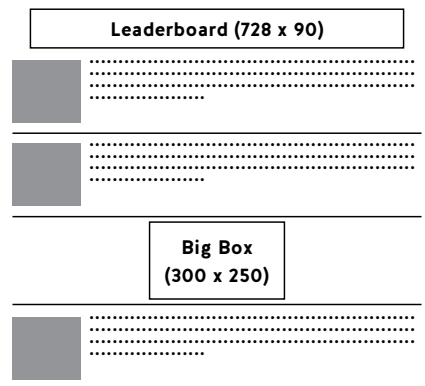
Animated GIF can not run longer than 15 seconds and must not loop.

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:

300dpi 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

SENDING FILES

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

or FTP large files (>8MB) to:

<ftp://ads.suckerpunch.ca>

user: ads@suckerpunch.ca

pwd: SendIt!

PRODUCTION:

SUCKERPUNCH

Knockout Creative

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CAAR.ORG

