



CELEBRATING 25 YEARS  
OF INDUSTRY SUPPORT



**CAAR'S**

2022 - 2023  
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 575 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.

PUBLISHER  
CAAR

**Canadian Association of Agri-Retailers**

**T:** 204-989-9300 | **TF:** 800-463-9323 | **E:** [info@caar.org](mailto:info@caar.org) | **W:** [caar.org](http://caar.org)

**DEADLINES**

ISSUE	BOOKING	MATERIAL	EDITORIAL
December 2022	October 28	November 7	October 21
February 2023	January 9	January 16	December 19
April 2023	March 9	March 16	March 2
August 2023	July 13	July 20	July 6
October 2023	September 7	September 14	August 31
December 2023	November 9	November 16	November 2

**ADVERTISING RATES**

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

FULL COLOUR	1X	3X	5X
Double Page Spread	\$5,600	\$5,370	\$5,030
Full Page	\$2,775	\$2,650	\$2,500
2/3 Page	\$2,375	\$2,250	\$2,150
1/2 Page	\$1,600	\$1,500	\$1,450
1/3 Page	\$1,200	\$1,150	\$1,100
1/4 Page	\$900	\$850	\$810

**PREMIUM AD POSITIONS**

Inside Front Cover	\$3,600	\$3,425	\$3,250
Inside Back Cover	\$3,500	\$3,325	\$3,150
Outside Back Cover	\$3,750	\$3,550	\$3,350
Centre Spread	\$6,975	\$6,600	\$6,200

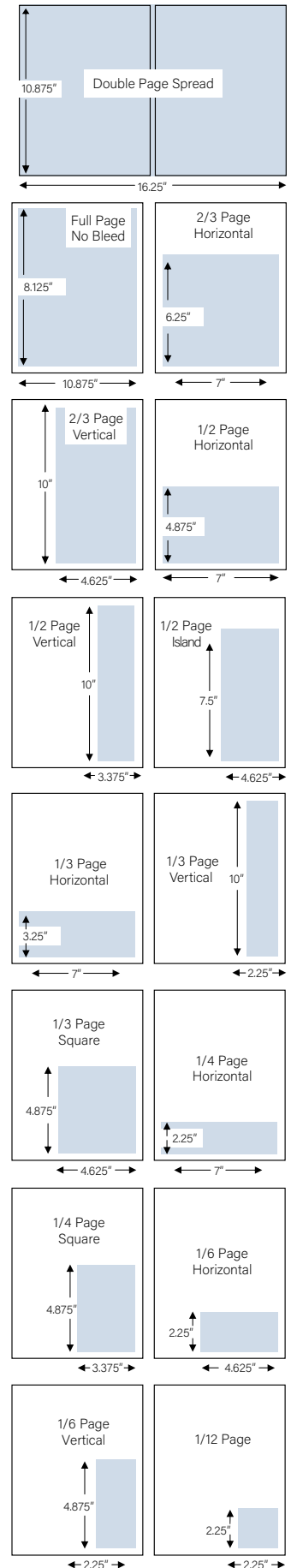
**SUPPLIED INSERTS / POLYBAGGING / SPECIAL PRODUCTS**

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

**AD SIZES (IN INCHES | width x height)**

PAGE 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"
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"	

NOTE: All live matter must be 1/4" from trim on all sides.



# CAARNETWORK

**Circulation:** 850+ subscribers | **Delivery:** Bi-weekly, Tuesdays  
**Deadline:** One week prior to scheduled send

## 2022 DEADLINES

July 5	October 25
July 19	November 1
August 9	November 15
August 23	November 29
September 13	December 6
September 27	December 20
October 11	

## 2023 DEADLINES

January 4	April 11
January 17	April 25
January 31	May 9
February 14	May 23
February 28	June 6
March 14	June 20
March 28	



## ADVERTISING RATES (per e-newsletter)

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

**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.

**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.

## NEWSLETTER AD SIZES

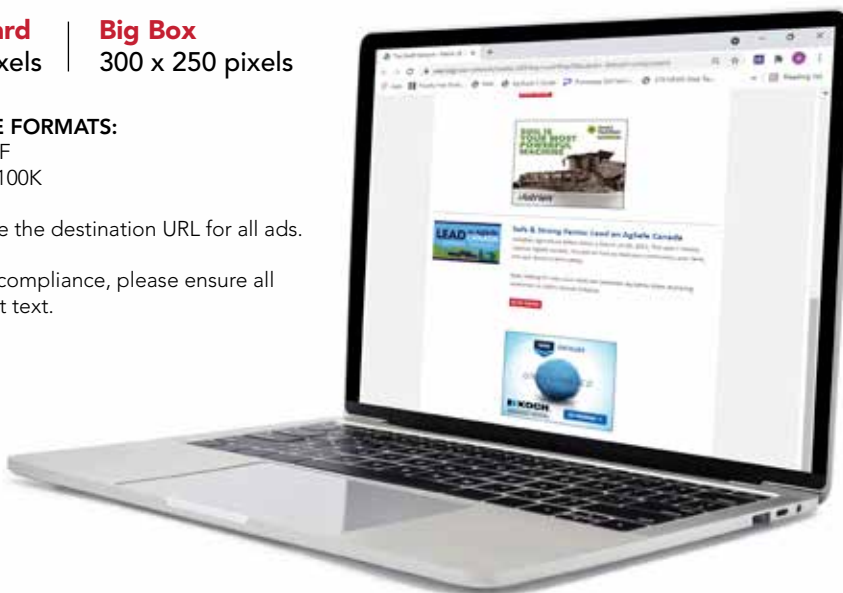
**Leaderboard** | **Big Box**  
 728 x90 pixels | 300 x 250 pixels

### ACCEPTABLE FORMATS:

JPG, PNG, GIF  
 Max file size: 100K

Please provide the destination URL for all ads.

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



**LEADERBOARD**

**BIG BOX**

**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. All Sponsored Content is featured on the website as well as in CAAR Network.

**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

WEBSITE SIZES:

**Small Square**  
250 x 250

**ACCEPTABLE FORMATS:**

JPG, PNG, GIF

Max file size: 100K

Please provide the destination URL for all ads.

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



## 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.

---

### WEB ADVERTISING

#### ACCEPTABLE FORMATS:

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@farms.com](mailto:ads@farms.com)

---

### 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

#### ANDREW BAWDEN

Director of Business Development and Digital Media  
Farms.com Media

T: 877-438-5729 ext. 5030 | F: 800-471-0799

E: [andrew.bawden@farms.com](mailto:andrew.bawden@farms.com) | W: [caar.org](http://caar.org)

---

### CONTENT / PRODUCTION

#### DENISE FAGUY

Director Marketing & Operations, Farms.com

T: 519-763-9660 ext. 293 | TF: 888-248-4893 ext. 293 | F: 800-471-0799

E: [denise.faguy@farms.com](mailto:denise.faguy@farms.com) | W: [caar.org](http://caar.org)

