



CELEBRATING 25 YEARS  
OF INDUSTRY SUPPORT



**CAAR'S**

2021 - 2022  
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
August 2021	June 25	July 5	June 18
October 2021	August 30	September 3	August 23
December 2021	October 29	November 5	October 22
February 2022	January 3	January 10	December 20
April 2022	March 2	March 9	February 23
August 2022	June 30	July 8	June 17
October 2022	September 2	September 9	August 21
December 2022	November 4	November 11	October 19

## ADVERTISING RATES

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

FULL COLOUR	1X	3X	5X
Double Page Spread	\$5,320	\$5,055	\$4,790
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
Centre Spread	\$6,650	\$6,300	\$5,900

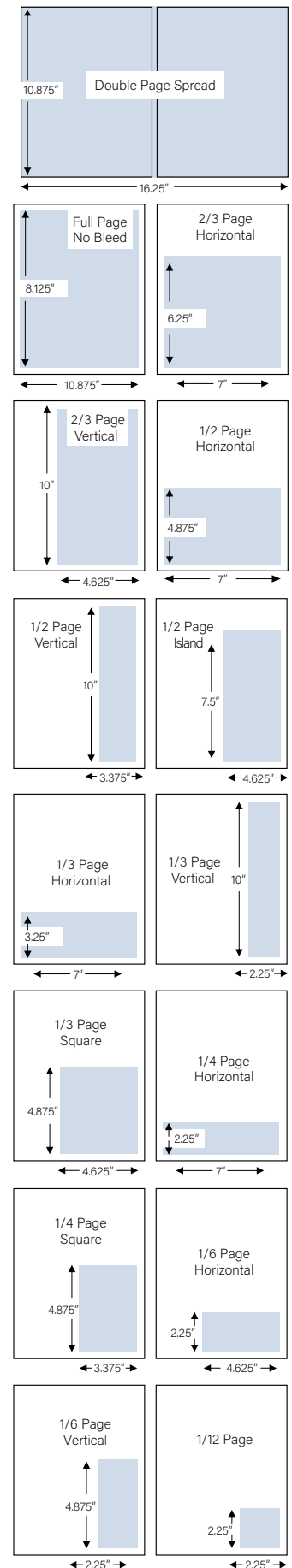
## SUPPLIED INSERTS / POLYBAGGING / SPECIAL PRODUCTS

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.



# 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 - 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.



# 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.

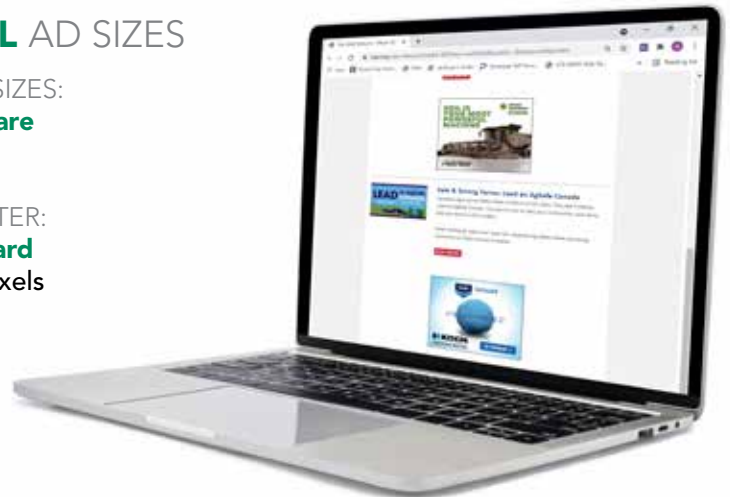
## DIGITAL AD SIZES

WEBSITE SIZES:

**Small Square**  
250 x 250

NEWSLETTER:  
**Leaderboard**  
728 x90 pixels

**Big Box**  
300 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.

**LEADERBOARD**

**BIG BOX**

**BIG BOX**

## 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 e-mail small files (<8MB), as an attachment to:  
[ads@farms.com](mailto:ads@farms.com)

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### PUBLISHER

#### CAAR

Canadian Association of Agri-Retailers

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E: [info@caar.org](mailto:info@caar.org) | W: [caar.org](http://caar.org)

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### ADVERTISING

#### FARMS.COM MEDIA SALES

T: 888-248-4893 | F: 800-471-0799

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

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### CONTENT / PRODUCTION

#### DENISE FAGUY

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