

Farmtario

Growing Together

2019
MEDIA
KIT

A NEW SOURCE OF INFORMATION FOR ONTARIO FARMERS

farmtario.com



WELCOME TO FARMTARIO



John Greig
Editor

Farming is increasingly complex. Farmers have decisions to make on agronomics, finances, employees, animal care, marketing and now, automation. We know a lot of money is riding on these decisions. Bringing the best insights to farmers is incredibly important. We believe that's part of our responsibility at **Farmtario**.

* 2016 Census of Agriculture, Statistics Canada

AUDIENCE

Total number of farmers

49,600*

DISTRIBUTION

Canada Post farm mailboxes

49,000+

Farmtario provides mass market penetration to Ontario's agriculture producers

BENEFITS

- We are focused on providing the best independent insight for farmers. This will give farmers better information for making farming decisions
- We are committed to giving farmers a more efficient and better farm news reading experience
- Our Ontario-based agriculture journalists are some of the most-trusted and experienced in the business
- We believe the future of agriculture is bright and we are committed to providing information that helps farmers enter that future, no matter the platform.
- We are online, mobile and in print – daily and bi-weekly
- We are backed by **Glacier FarmMedia's** top journalists, editors and coverage across Canada

GLACIER **farmmedia**



GROWING ONTARIO TOGETHER

INSIGHT:

We're here to help you make sense of complex issues, and to give farmers the understanding they need to make informed decisions that drive their farm forward.

TRUST:

Our Ontario-based farm journalists are some of the most-trusted and experienced in the business. We believe the future of Ontario agriculture is bright but change is rapid. We are committed to providing information farmers can rely on in an ever-changing industry so they can use their resources efficiently and effectively.

ACCESS:

We know farmers are busy. They want access to farm news where they need it, when they need it. We're giving them that choice online, on their phone, in their inbox, on social media and in their mailbox.

DEPTH:

We know farming. We're backed by **Glacier FarmMedia**, Canada's largest farm publisher, and their team of more than 50 agricultural journalists across the country. These are the same folks who bring you trusted brands like **Canada's Outdoor Farm Show**, **AgDealer**, **Country Guide** and the **Western Producer** to name a few.





THE COMPLETE FARM PACKAGE



Each issue of **Farmtario** will also feature agriculture classified listings. Hundreds of great deals on farm equipment, vehicles and livestock.

This complete farm information package is unique in the Ontario marketplace and is delivered to **49,000** plus mailboxes every 2 weeks.

ISSUES AND DEADLINES

2018 Issues	2018 Issue Dates	2018 Ad Deadlines
Issue 12	October 1	September 21
Issue 13	October 22	October 12
Issue 14	November 5	October 19
Issue 15	November 19	November 2
Issue 16	December 3	November 16
Issue 17	December 17	November 30
Issue 18	December 31	December 14

2019 Issues	2019 Issue Dates	2019 Ad Deadlines
Issue 1	January 14	December 28
Issue 2	January 28	January 14
Issue 3	February 11	January 28
Issue 4	February 25	February 11
Issue 5	March 11	February 25
Issue 6	March 25	March 11
Issue 7	April 8	March 25
Issue 8	April 22	April 8
Issue 9	May 6	April 22
Issue 10	May 20	May 6
Issue 11	June 3	May 17
Issue 12	June 17	June 3
Issue 13	July 1	June 17
Issue 14	July 15	June 28
Issue 15	July 29	July 15
Issue 16	August 12	July 29
Issue 17	August 26	August 12
Issue 18	September 9	August 26
Issue 19	September 23	September 9
Issue 20	October 7	September 23
Issue 21	October 21	October 7
Issue 22	November 4	October 21
Issue 23	November 18	November 4
Issue 24	December 2	November 18
Issue 25	December 16	December 2
Issue 26	December 30	December 16



SPECIAL TACTICS

SUPPLIED INSERTS / POST-IT NOTES

Rate, issue availability, production requirements, closing dates, and other detailed information available on request. Geographic breakouts are available for preprinted inserts. Inserts may run by FSA, soil zone, census division, or census sub-division. Rates for special space units are available on request.

SPECIAL POSITIONS

Guaranteed and preferred positions when available and requested, add 25% exclusive of colour and mechanical charges. Not held from year to year without specific written booking insertions from advertisers.

ADVERTISING RATES

Rates effective as of March 1, 2018

AD SIZE	DIMENSIONS	B&W RATE	FULL COLOUR
Double Page Spread	21.6 x 15.5" / 10 col. x 217 agate lines	8,680	10,680
Full Page	10.25 x 15.5" / 5 col. x 217 agate lines	4,340	5,340
2/3 Page	10.25 x 10.28" / 5 col. x 144 agate lines	2,880	3,880
Junior Page Spread	17.4 x 10" / 8 col. x 140 agate lines	4,480	6,480
Junior Page	8.125 x 10" / 4 col. x 140 agate lines	2,240	3,240
1/2 Double Page Spread	21.6 x 7.75" / 10 col. x 108 agate lines	4,320	6,320
1/2 Page	10.25 x 7.75" / 5 col. x 108 agate lines	2,160	3,160
1/3 Page	6 x 8.57" / 3 col. x 120 agate lines 10.25 x 5.14" / 5 col. x 72 agate lines	1,440	2,440
1/4 Page	6 x 6.625" / 3 col. x 93 agate lines	1,116	2,116
1/8 Page	4 x 5" / 2 col. x 70 agate lines	560	1,560
Earlug	3.083 x 1.833"		2,116
Front Banner	10.25 x 3" / 5 col. x 42 agate lines		3,240

\$4.00 per agate line Black & 3 Colour \$1000



TERMS & CONDITIONS

New Accounts

Transient and new accounts, cash with order. Credit applications are required on all new accounts that have not authorized credit card payments.

Terms

Accounts payable in Canadian funds. Net 30 days. Publisher reserves the right to charge 1.5% interest per month (18% per year) on overdue accounts.

Contracts & Schedules

Contracts are based on volume committed in advance for a 12-month period. Advertising not scheduled and contracted for will be immediately subject to any rate change. Contracted advertising will be rate protected for 3 months. The publisher is not bound by any conditions, printed or otherwise, appearing on contracts or copy instructions when such conflict with the provisions of this rate card. Contracts for advertising at other than published rates will not be accepted. The publisher reserves the right to hold any advertiser and its advertising agency jointly and severally liable for such monies as are due and payable to the publisher.

Commission

15% will be paid to recognized agencies on the gross charges for space, colour, and position, when ad copy is forwarded via FTP or e-mail.

Advertising Content

All copy subject to the approval of the publisher, who reserves the right to reject, discontinue, or omit any advertisement or cancel any advertising contract without penalty to either party.

Publisher reserves the right to place the word "Advertisement" centered in 8pt Helvetica over any paid announcement.

Dollar Volume Discount

Glacier FarmMedia offers the following dollar volume discounts. These apply to gross advertising dollars spent within a 12-month period in any Glacier FarmMedia print publication with the exception of the Western Producer, Seed Manitoba, Yield Manitoba, Yield Alberta, Prairie Ag Catalogue, Ag in Motion Show Guides, Canada's Outdoor Farm Show Show Guide, AgDealer and Agricole Idéal.

Gross Dollars Spent	Discount
20,001 - 50,000	2%
50,001 - 150,000	3.5%
150,001 - 250,000	5%
250,001 - 300,000	7.5%
300,001 - 400,000	9%
400,001 +	10.5%

Cancellations

No cancellations accepted after closing date. Cancellation of advertisements that have been set will be subject to production charge.

Liability

Advertiser and advertising agency assume liability for content (including text, representations, and illustrations in advertisements printed) and also assume responsibility for any claims arising therefrom made against the publisher.

Colour Reproduction

Publisher will not be responsible for unsatisfactory reproduction of colour advertisements unless accurate colour proofs are supplied.

Make-good insertion will not be granted on minor errors which do not affect the value of the whole advertisement. Publisher's liability will not exceed the cost of the area of the space occupied by the error, whether the error is due to the negligence of its servants or otherwise. There shall be no liability for non-insertion beyond the amount paid for such advertisement. No allowance for errors in key numbers.

Exclusivity

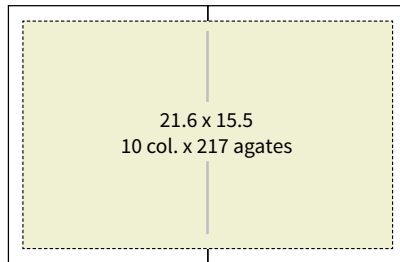
We do not offer exclusivity for front page banners, ear lugs, banner wraps, outside back pages, inserts, etc.

Special Services

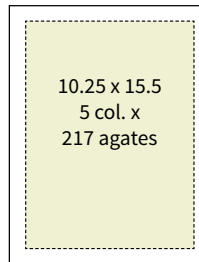
When publisher must provide artwork, advertiser will be billed at cost. Publisher reserves the right to charge for changes required to customer supplied material.

AD DIMENSIONS

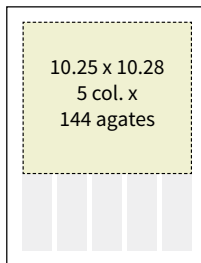
Double Page Spread Centre Spread



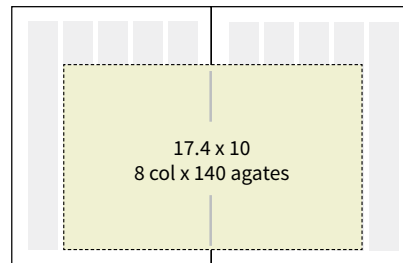
Full Page



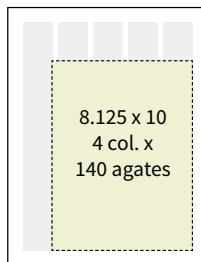
2/3 Page



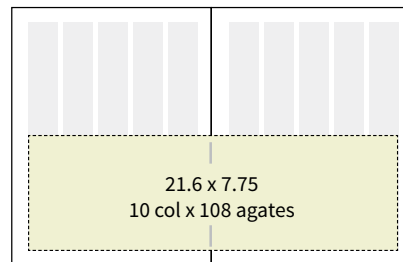
Junior Page Spread



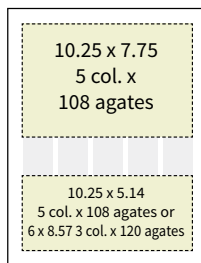
Junior Page



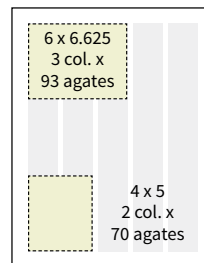
1/2 Double Page Spread



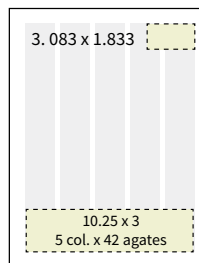
1/2 Page 1/3 Page



1/4 Page 1/8 Page



Earlur Front Banner



TECHNICAL SPECS

Electronic Material

Electronic files (including inserts) must arrive in press-ready (high res X1A file) Acrobat PDF format (8.0 compatible). When saving a file in PDF format ensure all fonts are embedded and limit photo resolution to 170 dpi. Colour ads must be CMYK, RGB images are not acceptable. Files must be sent electronically by e-mail to ads@fbcpublishing.com OR uploaded by ftp to [vip.fbcpublishing.com](ftp://vip.fbcpublishing.com)

PLEASE NOTE We DO NOT ACCEPT ads in Microsoft Word, Publisher or InDesign format. All files will be reviewed to ensure they meet Glacier FarmMedia pre-press standards. Clients will be contacted regarding any modifications required. Publisher will not be held responsible for any errors made when original deadlines are missed.

Colour Guidance An accurate colour proof must accompany all advertising materials. In the absence of a colour proof, publisher will not be held responsible for unsatisfactory colour reproduction.

Ink Density Adjust ink limit in photos and rich blacks so that total coverage does not exceed 240%.

Fine line work and lettering

Fine serifs, small lettering, and thin line work should be restricted to one colour and preferably not smaller than 7 point. The use of small lettering (under 7 points) and fine serifs should be avoided. Publisher can not accept responsibility for reproduction and/or legibility of any type under 7 point.

Column width	1.9"
Gutter width	.995"
Page depth	217 agate lines
No. of columns	5
Halftone line screen	85
Dot gain	30%
Printing	Heat-set web offset

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