

Farmtario

Growing Together

2019/
2020

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

50,500+

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.





READERSHIP ENGAGEMENT

The Farmtario reader survey was conducted in July of 2018 with about 800 farmers and a 19% response rate. Here's what they told us:

97%

Trust the information
in this publication

94%

Provides coverage of issues
that matter to me

92%

Provides me with
in-depth analysis
and insights

92%

Provides me insights that
allow me to make
informed decisions

90%

Contains independent
and unbiased
information

89%

Journalists writing for
this publication are
extremely qualified

80%

Have read most or all of
the last four issues
of Farmtario

ISSUES, DEADLINES AND EDITORIAL FEATURES

2019 Editorial Features & Show Issues	Issue Dates	Ad Deadlines
	May 6	April 22
Dairy - Forages and Nutrition	May 20	May 6
Ontario Pork Congress	June 3	May 17
Crop Scouting and Diagnostics	June 17	June 3
	July 1	June 17
	July 15	June 28
Harvest Special (Storage, Maintenance, Handling)	July 29	July 15
	August 12	July 29
Canada's Outdoor Farm Show Innovation Program	August 26	August 12
Canada's Outdoor Farm Show Special Pre-Coverage	September 9	August 26
Dairy - Farm management and Data	September 23	September 9
Toyapalooza	October 7	September 23
	October 21	October 7
Seed Selection; Agdatapalooza	November 4	October 21
	November 18	November 4
SWAC Conference coverage	December 2	November 18
Equipapalooza	December 16	December 5

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 **50,500+** mailboxes every 2 weeks.

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

Our auction section is your gateway to land, equipment and livestock auctions in the province.

2020 Editorial Features & Show Issues	Issue Dates	Ad Deadlines
	January 13	December 20
Dairy - Equipment, Building Innovations	January 27	January 13
	February 10	January 27
Precision Crop Management	February 24	February 10
	March 9	February 24
Planting (Maintenance and Tech) London & Ottawa Valley Farm Shows	March 23	March 9
	April 6	March 23
Beef - Cow/Calf Health; Toyapalooza	April 20	April 6
	May 4	April 20
Dairy - Forages and Nutrition	May 18	May 4
Ontario Pork Congress	June 1	May 18
Crop Scouting and Diagnostics	June 15	June 1
	June 29	June 15
	July 13	June 29
Harvest Special (Storage, Maintenance, Handling)	July 27	July 13
	August 10	July 27
Canada's Outdoor Farm Show Innovation Program	August 24	August 10
Canada's Outdoor Farm Show Special Pre-Coverage	September 7	August 24
Dairy - Farm management and Data	September 21	September 4
Toyapalooza	October 5	September 21
	October 19	October 5
Seed Selection; Agdatapalooza	November 2	October 19
	November 16	November 2
SWAC Conference coverage	November 30	November 16
Equipapalooza	December 14	November 30
	December 28	December 14



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, 2019

AD SIZE	DIMENSIONS	B&W RATE	FULL COLOUR
Double Page Spread	21.6 x 15.5" / 10 col. x 217 agate lines	8,853.60	10,853.60
Full Page	10.25 x 15.5" / 5 col. x 217 agate lines	4,426.80	5,426.80
2/3 Page	10.25 x 10.28" / 5 col. x 144 agate lines	2,937.60	3,937.60
Junior Page Spread	17.4 x 10" / 8 col. x 140 agate lines	4,569.60	6,569.60
Junior Page	8.125 x 10" / 4 col. x 140 agate lines	2,284.80	3,284.80
1/2 Double Page Spread	21.6 x 7.75" / 10 col. x 108 agate lines	4,406.40	6,406.40
1/2 Page	10.25 x 7.75" / 5 col. x 108 agate lines	2,203.20	3,203.20
1/3 Page	6 x 8.57" / 3 col. x 120 agate lines 10.25 x 5.14" / 5 col. x 72 agate lines	1,468.80	2,468.80
1/4 Page	6 x 6.625" / 3 col. x 93 agate lines	1,138.32	2,138.32
1/8 Page	4 x 5" / 2 col. x 70 agate lines	571.20	1,571.20
Earlug	3.083 x 1.833"		2,138.32
Front Banner	10.25 x 3" / 5 col. x 42 agate lines		3,284.80

\$4.08 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

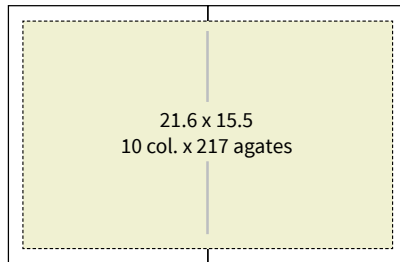
We do not offer exclusivity for front page banners, ear lugs, banner wraps, outside back pages, inserts, etc.

Special Services

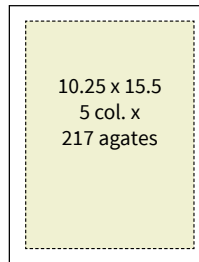
When publisher must provide artwork, advertiser will be billed at cost. Publisher reserves the right to charge for changes required to customer supplied material.

AD DIMENSIONS

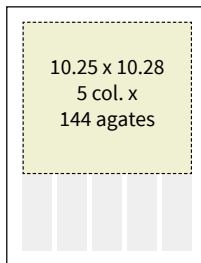
Double Page Spread Centre Spread



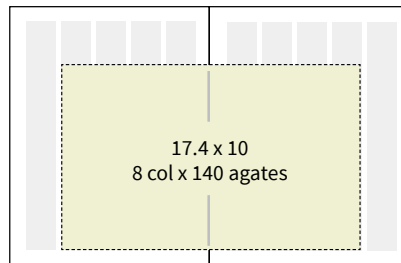
Full Page



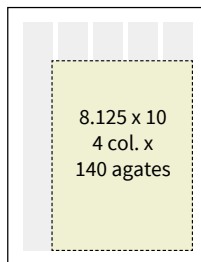
2/3 Page



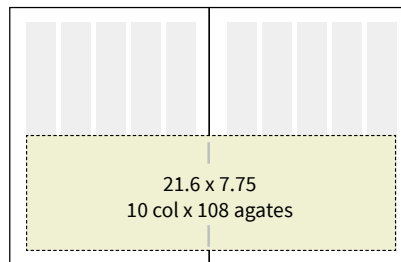
Junior Page Spread



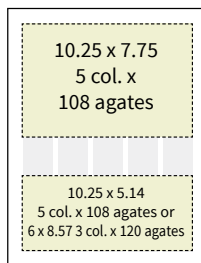
Junior Page



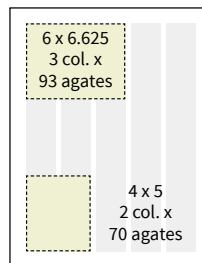
1/2 Double Page Spread



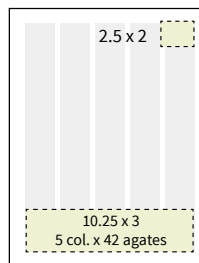
1/2 Page 1/3 Page



1/4 Page 1/8 Page



Earlug 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

CONTACTS



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SUBMITTING AD MATERIALS

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