

AGRICULTURAL  
RETAILERS  
ASSOCIATION

## Media Kit



# Overview

## Digital Highlights

- Above industry average email open rates (27%) and CTR (4.5%)
- Pageviews up 121% from previous year
- Social media engagement up 33% from previous year

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The Agricultural Retailers Association (ARA) unites its members and their interests to advocate and educate on their behalf, provide services to improve their businesses, and preserve their freedom to operate and innovate, ensuring a safe and plentiful food supply for all.

ARA supports 200+ member companies consisting of retailers, suppliers and affiliated businesses. Retailer members account for about 5K retail storefronts and about 85% of the sales of crop inputs in the US. Supplier members include local and global manufacturers of crop production inputs (fertilizer, crop protection products, machinery and technology/services suppliers).

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## **Agricultural Retailers Association**

4201 Wilson Blvd, Suite 700

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# Retailer Fact\$ Newsletter

ARA's newsletter Retailer Fact\$ is sent directly to the inboxes of ag retail executives, general managers, agronomists, technicians, salespeople, input suppliers and affiliate members every other week on Tuesday.

Reach an influential group of stakeholders with significant purchasing and selling power.

## Audience:

- 2,400+ member retailers, suppliers, affiliates
- 27% Open Rate
- 5% Click-Through Rate
- 1.5% Banner Ad Click Rate



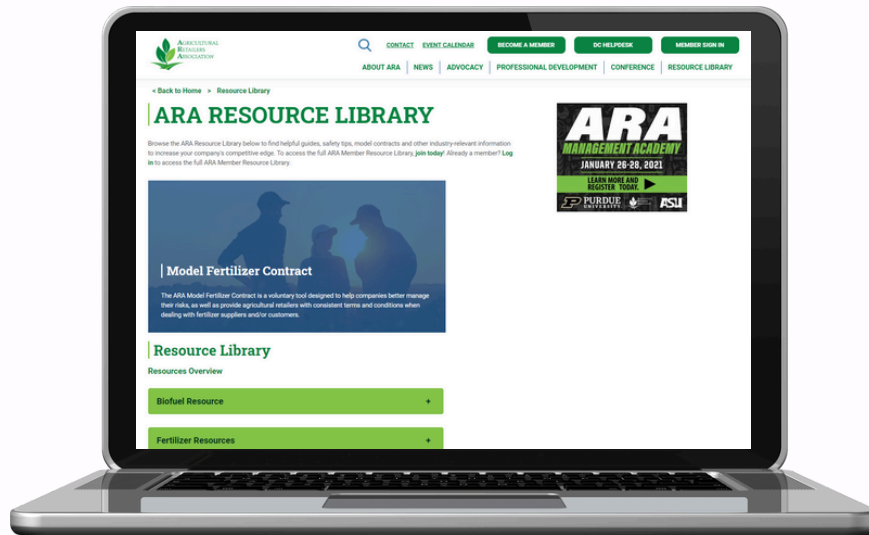
## Specs & Requirements:

- 600x200 px (PNG, JPG or animated GIF)
- URL
- Include company name in file name
- Content due Thursday before distribution



# Website Ads

ARA's website is the communications hub. Editorial content from RetailerFact\$ newsletters, member alerts, news releases, letters to agencies and Congress and more are posted there.



## Audience:

30,000+ pageviews per month on avg.

4,833 ad views per month on avg.

8 ad clicks per month on avg.

## Specs & Requirements:

- The maximum size of ads is 100 MB
- PNG, JPG, TIF, PDF, GIF or EPS format
- All sizes must be included for maximized exposure:
  - Desktop: 300 x 250 px and 300 dpi
  - Desktop: 300 x 600 px and 300 dpi
  - Mobile: 320 x 50 px and 300 dpi
- Fonts MUST be embedded in PDF files or converted to outlines in EPS files
- URL to link to the image
- Include company name in the file name



# Advertorial

Advertorials, or sponsored blog posts, may promote research, company offerings and a host of other information relevant to the ag retail industry.

Content is previewed in ARA's newsletter and continued onto its blog, maximizing exposure. ARA's blog is hosted on the News page website and on the homepage listed chronologically with other ARA news items.



## Audience:

30,000+ pageviews per month on avg.

750 average ad views per month

4.2% average advertorial clicks per posting

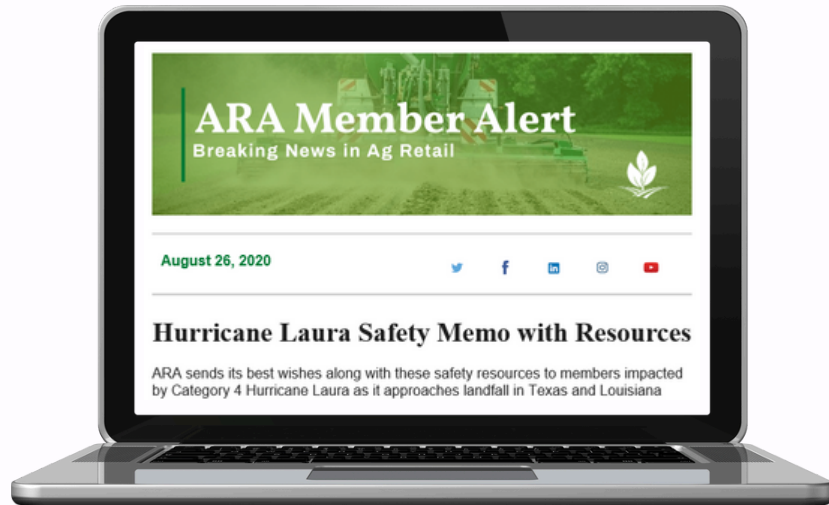
## Specs & Requirements:

- Up to 1200 words in a MS Word document
- Featured image (without text) 2000x2100 px in PNG (image crops into the center of image when populated to homepage and stretches a bit height-wise depending on screen size)
- Content due 3 business days before deployment



# Dedicated Eblast

ARA limits its email communications with its members to the most pertinent, timely and critical information. Dedicated eblasts are available on limited basis and based on editor's approval.



## Audience:

2,400+ member retailers, suppliers, affiliates

3,000+ Full industry database

21% Open Rate

5% Click Rate

## Specs & Requirements:

- HTML code in notepad document
- Content width should be 600-800 px for best results
- Send a subject line for email (Note: ARA includes "Sponsored Content" in each preview text)
- Content due 7 business days before deployment
- Note: ARA's email platform is Marketing Cloud, a Salesforce product, requiring ARA's profile center for email unsubscribes and a physical mailing address to be included at the bottom of email. Upon request, ARA may send required code snippets to embed within your code.