

Ecological Farming in Ontario

2020 Advertising Rates



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Who reads *Ecological Farming in Ontario*?

73% Farmers & their families

15% Aspiring farmers

9% Consumers & supporters of ecological farming

3% Farm-related businesses

The Ecological Farmers Association of Ontario (EFAO) supports farmers to build resilient ecological farms and grow a strong knowledge-sharing community. Established in 1979 by farmers, for farmers, EFAO is a membership organization that focuses on farmer-led education, research and community building. EFAO brings farmers together so they can learn from each other and improve the health of their soils, crops, livestock and the environment, while running profitable farm businesses.

EFAO's print newsletter *Ecological Farming in Ontario* arrives quarterly by mail to all EFAO members - over 500 ecologically-minded farmers and supporters across the province. Copies are also distributed at events and trade shows. The publication includes 24 pages, with 8 colour pages. A digital archive is publicly available on EFAO's website.

Our members are keen to find suppliers and businesses that align with their interests and growing practices. If you are looking to expose your products, services or message to people who care passionately about farming and food, we want to work with you!

Get in Touch

EFAO
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efao.ca

Ecological Farming in Ontario

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Dubois Agrinovation
supports no-till farmer-led
research trials

Strategies for extending
field crop rotations

Celebrating 40 years of
learning, farming and sharing

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AD TYPE			MEMBER		NON-MEMBER	
			1x	4x	1x	4x
Classified - text only Up to 40 words, + \$0.25 per extra word			15	n/a	25	n/a
	Business Card Ad 3.5 x 2"	B&W	35	28/issue	50	40/issue
	1/6 Page 2.2 x 5" OR 4.6 x 2.5"	Colour	110	88/issue	155	124/issue
		B&W	75	60/issue	110	88/issue
	Banner Ad 7 x 1.5"	Colour	155	124/issue	220	176/issue
		B&W	110	88/issue	155	124/issue
	1/3 Page 4.6 x 5"	Colour	225	180/issue	320	256/issue
		B&W	160	128/issue	225	180/issue
	1/2 Page 7 x 5"	Colour	280	224/issue	400	320/issue
		B&W	195	156/issue	280	224/issue
	Full Page inside cover 7 x 10", front or back	Colour	370	296/issue	530	424/issue
		B&W	260	208/issue	370	296/issue
	Back Cover - 3/4 Page 7 x 7.25"	Colour	370	296/issue	530	424/issue

Advertising Discounts: EFAO members receive 30% off. Annual contracts (4 issues) purchased in advance receive a 20% discount per issue as listed above.

Details & Deadlines

Deadlines to Submit

Winter (February-April)	November 29th 2019
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Spring (May-July)	March 15th 2020
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Summer (August-October)	June 15th 2020
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Fall (November-January)	September 15th 2020
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Technical Requirements

Please submit PDF or high-resolution (min 300 dpi) JPG with embedded fonts. Word documents not accepted.

Basic ad design (logo + text only) billed at \$45/hour + HST.

Contact Martina at admin@efao.ca
to submit your ad