

# Ecological Farming in Ontario

2021 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 26 pages in **full colour** (FSC approved; 100% North American post-recycled). 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!

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## Get in Touch

EFAO  
5420 Highway 6 North,  
Guelph ON N1H 6J2

[laura@efao.ca](mailto:laura@efao.ca)  
519-822-8606  
[efao.ca](http://efao.ca)

# Details & Deadlines

## Deadlines to Submit

Winter (February-April)	January 15 2021
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Spring (May-July)	April 15 2021
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Summer (August-October)	July 15th 2020
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Fall (November-January)	October 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.

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Contact Laura at [laura@efao.ca](mailto:laura@efao.ca) to  
submit your ad

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*Ecological Farming in Ontario is published in full colour*

AD TYPE		MEMBER		STANDARD	
		1x	4x	1x	4x
Classified - text only Up to 40 words, + \$0.25 per extra word		15	n/a	25	n/a
	1/4 Page 3.32" x 4.57" or 4.57" x 3.32"	160	128/issue	230	184/issue
	Banner Ad 7 x 1.5"	160	128/issue	230	184/issue
	1/3 Page 4.6 x 5"	235	188/issue	335	268/issue
	1/2 Page 7 x 5"	295	236/issue	420	336/issue
	Full Page 7 x 10"	390	312/issue	555	444/issue
	Full Page inside cover 7 x 10", front or back	410	328/issue	585	468/issue
	Back Cover - 3/4 Page 7 x 7.25"	420	336/issue	600	480/issue
Advertorial	<i>one page</i>	420		620	
	<i>two pages</i>	685		975	

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

# Advertorial

The Advertorial is a full-page, article-style feature. It is a 500 to 1000 word sponsored article with the goal of sharing information to readers while promoting your brand. It's an opportunity to distribute valuable, relevant, and consistent content to attract and retain a clearly-defined audience (ecological farmers) — and, ultimately, to drive profitable customer action.

The cost can be found on the spec and rate sheet. Logos, graphics and photos help to enhance the look and increase interest in a sponsored article.

## Submission Guidelines

We ask that you submit your sponsored article as a print-ready PDF. We will format the page layout and font selections to blend in with the remainder of the publication. Should you require further editing or design work, we are happy to help you. Our rate is \$250 per article. As there is a maximum of one sponsored article per issue, topics and submission deadlines would be discussed with EFAO prior to submission.