

# Ecological Farming in Ontario

2024 Advertising Rates



Classified

Advertorial

Print Ads

# Who reads Ecological Farming in Ontario?



Over 1000 EFAO members

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 publication *Ecological Farming in Ontario* arrives quarterly by mail to all EFAO members - over 650 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 of our past year's publication is publicly available [on our 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

editor@efao.ca  
519-760-5606  
efao.ca

# Details & Deadlines

## Submission Deadlines

**Spring**  
(February)

January 31, 2024

**Summer**  
(May)

April 15, 2024

**Fall**  
(August)

July 15th, 2024

**Winter**  
(November)

October 15th, 2024

## Technical Requirements

Please submit as a 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 [editor@efao.ca](mailto:editor@efao.ca) to submit your ad.

# Advertorial

The Advertorial is a full-page feature ad in EFAO's quarterly publication. It is an informative, 500 to 1000 word article that allows you to share information with readers while promoting your business, service, or brand. It's an opportunity to share valuable and relevant content to a clearly-defined audience (ecological farmers) — and, ultimately, drive profitable consumer action.

Costing information for the Advertorial can be found on the ad rate sheet.

## Submission Guidelines

Please submit your sponsored article as a Microsoft Word, or Google document, providing 1-2 (one-page article) or 3-4 (two-page article) images or graphics that are suitable to be paired with the content. You may also wish to include your logo.

Our editor will format the article to blend in with the rest of the publication ([see example](#)). If you would like an alternative layout, additional design costs will apply.

There is a maximum of two pages of advertorial content per issue. Topics and submission deadlines must be negotiated with EFAO prior to submission. Please contact the editor for more information.

# 2024 Advertising Rates

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"	165	133/issue	235	189/issue
Banner Ad 7 x 1.5"	165	133/issue	235	189/issue
1/3 Page 4.6 x 5"	240	193/issue	340	273/issue
1/2 Page 7 x 5"	300	241/issue	425	341/issue
Full Page 7 x 10"	395	317/issue	560	449/issue
Full Page inside cover 7 x 10", front or back	415	333/issue	590	473/issue
Back Cover - 3/4 Page 7 x 7.25"	425	341/issue	605	485/issue
Advertorial	1 pg (500 wds) 425 2 pg (1000 wds) 690		625 980	

Annual contracts (4 issues) purchased in advance receive a 20% discount per issue as listed above.