

AGRICULTURAL
RETAILERS
ASSOCIATION

2021 Media Kit



Overview

2021 Events

Jan. 26-28: ARA Management Academy (virtual)

Feb. 8-10: Winter Board & Committee Meetings

Feb. 11-March 19: Legislative Fly-In (virtual)

June 22-25: Strategic Decision Making (West Lafayette, Ind.)

Aug. 23-26: Crisis Preparedness Workshop (Philadelphia)

Nov. 30-Dec. 2: ARA Conference & Expo (San Antonio)

Dates & Format TBD:

ENGAGE for Ag Leaders

Contacts:

Melisa Augusto

Director of Communications & Marketing

melisa@aradc.org

Donnie Taylor

Vice President of Membership & Corporate Relations

dtaylor@aradc.org

The Agricultural Retailers Association (ARA) is the only national organization dedicated to the agricultural retail industry. Its membership is comprised of operations ranging in size from family-owned businesses to multinational corporations.

ARA has more than 200 member companies consisting of retailers, suppliers and affiliated businesses. Retailer members account for approximately 5,000 retail storefronts and about 85% of the sales of crop inputs in the United States. Supplier members include local and global manufacturers of crop production inputs including fertilizer, crop protection products, machinery and technology/services suppliers.

Agricultural Retailers Association

4201 Wilson Blvd, Suite 700

Arlington, VA 22203

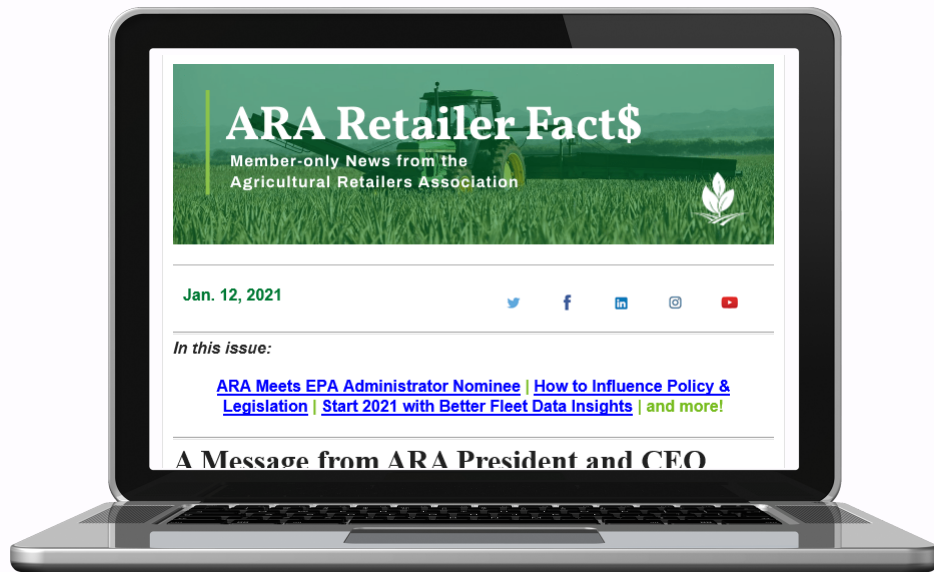
202-457-0825

www.aradc.org



Retailer Fact\$ E-newsletter

ARA's e-newsletter Retailer Fact\$ is delivered directly to the inboxes of agricultural retail executives, general managers, agronomists, technicians, salespeople, input suppliers and affiliate members every other week (Tuesday distribution). Take this opportunity to reach an influential group of stakeholders with significant purchasing - and selling - power.



Audience:

2,300+ ARA members (retailers and suppliers)

21% Open Rate

5% Click Rate

1.4% Banner Ad Click Rate

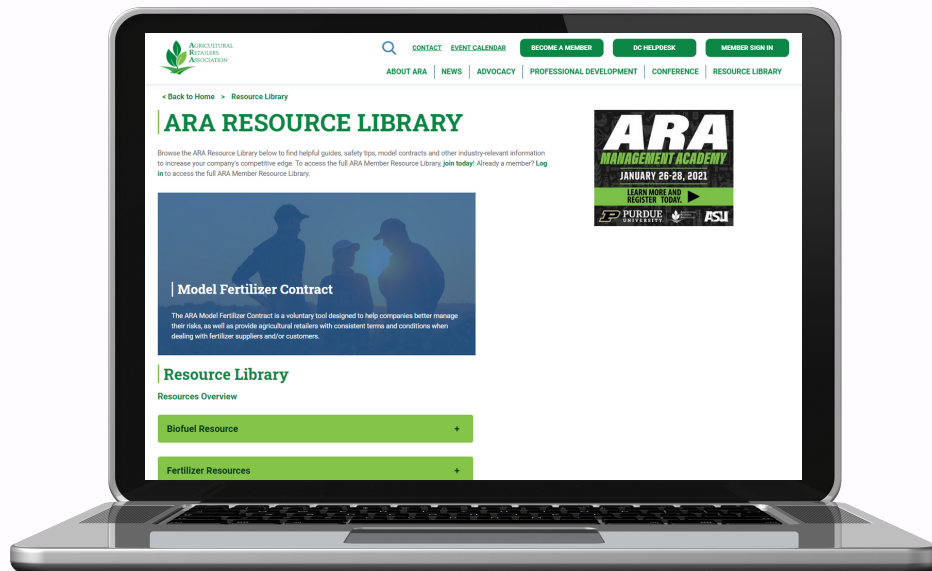
Banner ad technical requirements:

- 600 x 200 px (PNG, JPG only)
- Please include a URL to link to the image
- Please include company name in the file name
- Content is due the Thursday before distribution



Website Ads

The ARA website, www.aradc.org, is the communications hub for the association. Editorial content from RetailerFact\$, member alerts, ARA news releases, letters to agencies and Congress and more are posted on the website.



Audience:

9,300+ pageviews per month

7,300+ unique visitors per month

750 average ad views per month

6 average ad clicks per month

Ad technical requirements (all sizes needed for max exposure):

- The maximum size of ads is 100 MB in PNG, JPG, TIF, PDF or EPS format
- 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
- Please include a URL to link to the image
- Please include company name in the file name



Sponsored Blog Post/Advertorial

Blog posts/advertorials offer an opportunity to promote research, company offerings and a host of other services and 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 its website and sponsored posts are featured on the homepage chronologically with news and happenings.



Audience:

9,300+ pageviews per month

7,300+ unique visitors per month

750 average ad views per month

4.2% average advertorial clicks per posting

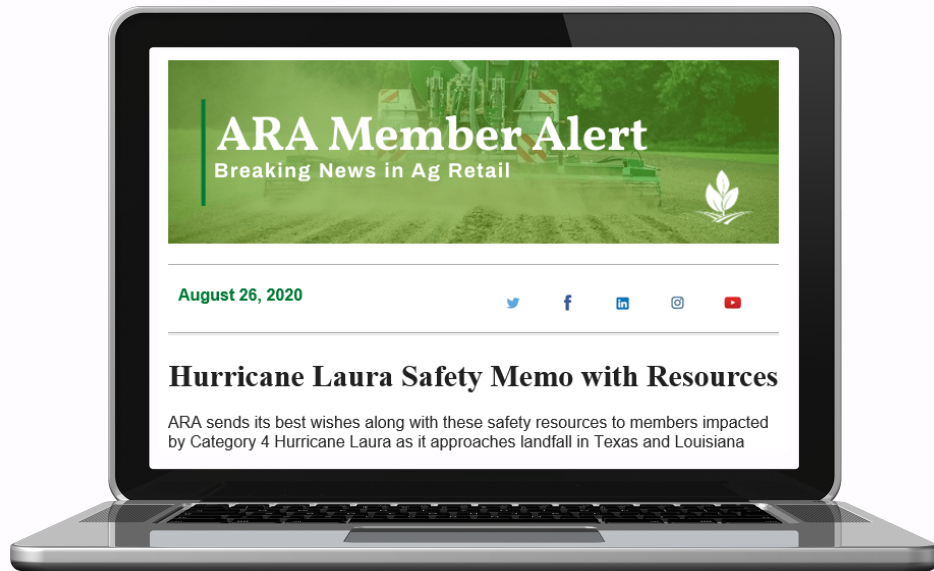
Technical requirements:

- Up to 1200 words, submitted in a Word document
- Featured image (without text preferred) 2000 x 2100 px in PNG (image will crop into the center of the image when populated on the homepage and stretches a bit height-wise depending on the screen size)
- Logo included in sidebar
- Content due 3 business days before deployment



Dedicated E-blast

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



Audience:

2,300+ ARA members (retailers and suppliers)

3,000+ Full industry database

21% Open Rate

5% Click Rate

Technical requirements:

- HTML code in notepad document
- For best results, width of content should be 600 to 800 px
- Content due 3 business days before deployment