

AGRICULTURAL
RETAILERS
ASSOCIATION

Media Kit



Overview

Digital Highlights

- Above industry standards for average email open (27%) and click through rates (7%)
- Pageviews grew 68% from 2021-2022
- Growing social media engagement and follower count year-after-year

Contact

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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 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

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Retailer Fact\$ Newsletter

ARA's 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:

- 2,400+ ARA members (retailers, suppliers, affiliates)
- 27% Open Rate
- 7% Click Rate
- 1.4% Banner Ad Click Rate

Specs & Requirements:

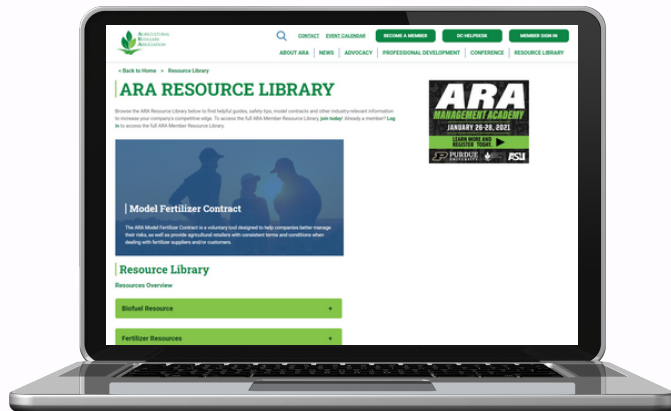
- 600 x 200 px (PNG, JPG for static or GIF for animated)
- URL to link to the image
- Include company name in the file name
- Content is due the Thursday before distribution



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

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



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

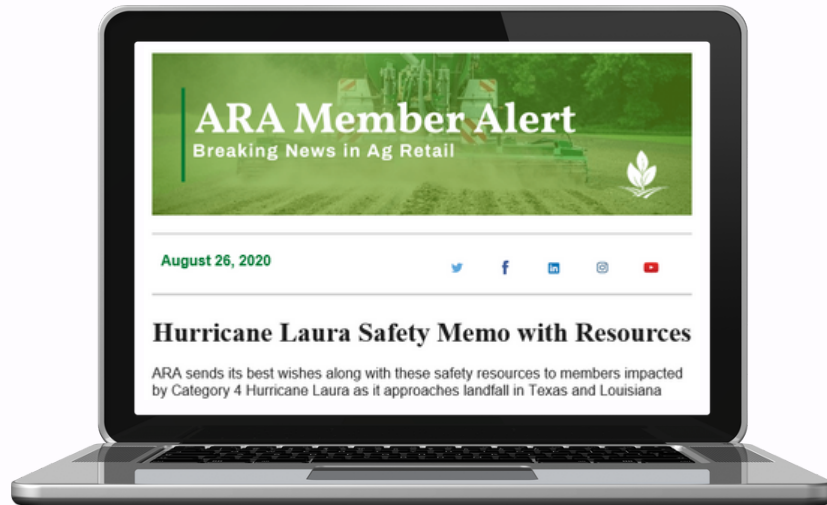
Specs & Requirements:

- Up to 1200 words submitted in a Word document
- Featured image (without text) 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)
- 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:

2,300+ ARA members (retailers and suppliers)

3,000+ Full industry database

21% Open Rate

5% Click Rate

Specs & Requirements:

- HTML code in notepad document
- For best results, width of content should be 600 to 800 px
- Send a subject line and preview text (optional) for the email
- Content due 7 business days before deployment
- Note: ARA's email platform is Marketing Cloud, a product of Salesforce, which requires ARA's profile center for email unsubscribes and a physical mailing address to be included at the bottom of the email.