



2026 Paid Media Kit



Overview

Digital Highlights

- Above Industry Average E-Newsletter Open Rates (34.11%) and CTR (6.02%)
- Website Ad Clicks up 87.5% from the Previous Year

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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 supports 200+ member companies consisting of retailers, suppliers and affiliated businesses. Retailer members account for about 5K retail storefronts and about 85% of the sales of crop inputs in the US. Supplier members include local and global manufacturers of crop production inputs (fertilizer, crop protection products, machinery and technology/services suppliers).

Agricultural Retailers Association

4201 Wilson Blvd, Suite 700

Arlington, VA 22203

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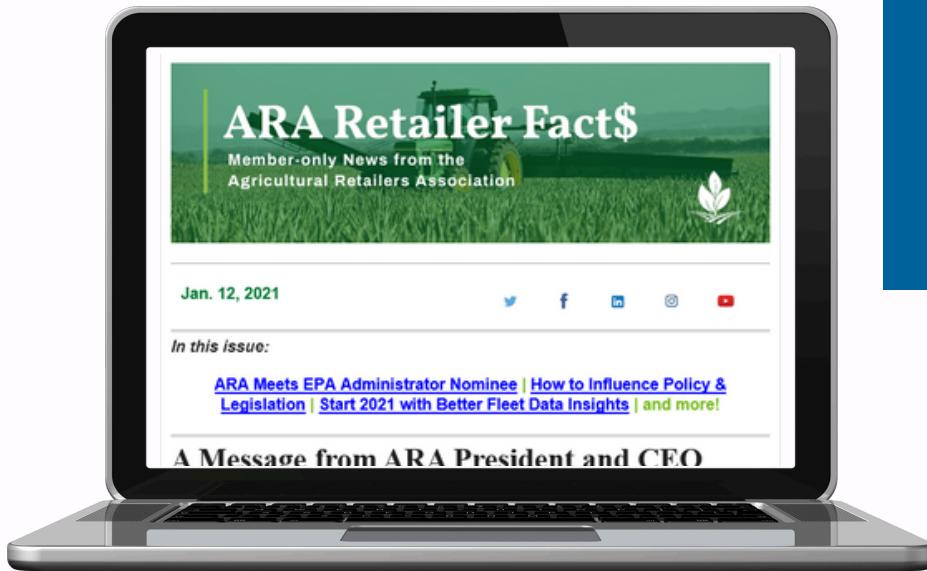
All ad metrics available by request only post-deployment.



Retailer Fact\$ Enewsletter

ARA's enewsletter Retailer Fact\$ is sent directly to the inboxes of ag retail executives, general managers, agronomists, technicians, salespeople, input suppliers and affiliate members every other week on Tuesday.

Reach an influential group of stakeholders with significant purchasing and selling power.



Audience:

- **2,500+** Member Retailers, Suppliers, Affiliates
- **34.11%** Average RF\$ Open Rate
- **6.02%** Average RF\$ Click Through Rate
- **5.9** Average Total Clicks Per Banner Ad

Based on 2025 Data

Specs & Requirements:

- 600x200 px (PNG, JPG or animated GIF)
- URL (tracking link or general URL)
- Include company name in file name.
- Content due Thursday before distribution.
- A/B testing not available.

Price per deployment - ARA Member: \$700 | Nonmember: \$1,900



Retailer Fact\$ Enewsletter Deployment Dates

2026

January 6 & 20

February 3 & 17

March 3, 17, & 31

April 14 & 28

May 12 & 26

June 9 & 23

July 7 & 21

August 4 & 18

September 1, 15, & 29

October 13 & 27

November 10 & 24

December 8 & 22

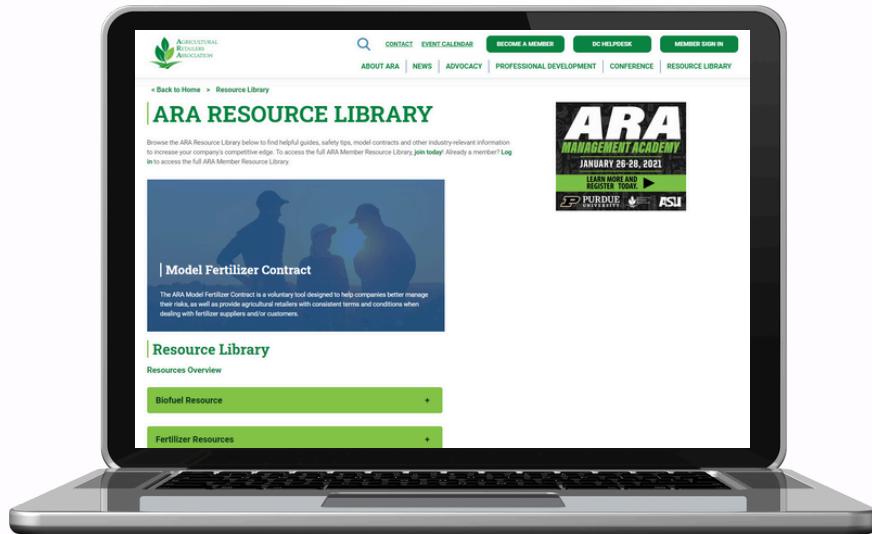
Inquire about placement availability. Placements are scheduled on a first-come, first-served basis.

Price per deployment - ARA Member: \$700 | Nonmember: \$1,900



Website Ads

ARA's website is the communications hub. Editorial content from RetailerFact\$ newsletters, member alerts, news releases, letters to agencies and Congress and more are posted there.



Audience:

7,662 Page Views per Month on Average
7,487 Ad Views per Month on Average
15 Ad Clicks per Month on Average

Based on 2025 Data

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
- Web ads deploy on a monthly basis on the first of each month.
- A/B testing not available.

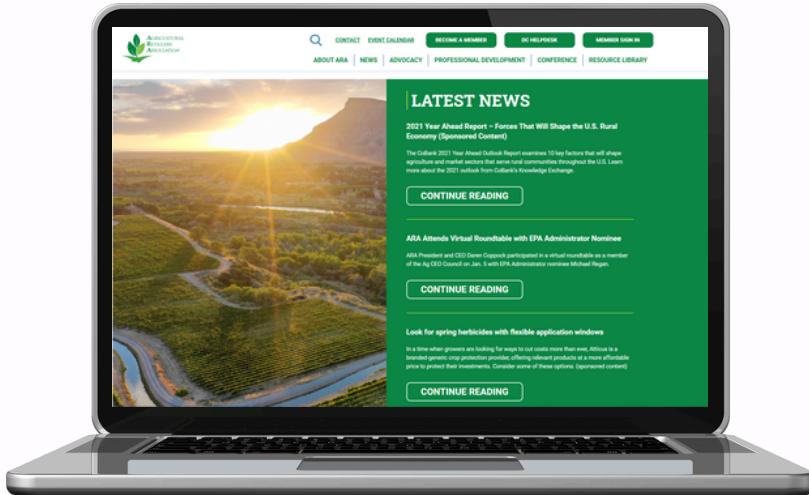
Price per month - ARA Member: \$700 | Nonmember: \$1,500



Advertorials (Sponsored Blog Posts)

Advertorials, or sponsored blog posts, may promote research, company offerings and a host of other information relevant to the ag retail industry. Advertorials are scheduled on RF\$ Newsletter days to increase visibility.

Content is previewed in ARA's newsletter and continued onto its blog, maximizing exposure. ARA's blog is hosted on the News page website and on the homepage listed chronologically with other ARA news items.



Audience:

7,662 Website Page Views per Month on Average
80+ Average Advertorial Views per Month
3.6+ Average Advertorial Clicks per Posting

Based on 2025 Data

Specs & Requirements:

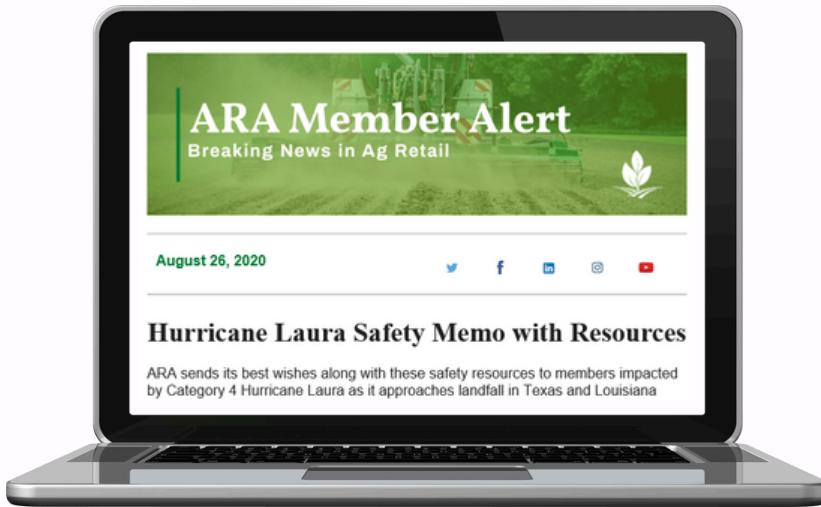
- Up to 1200 words in a MS Word document.
- Featured image (without text) 2000x2100 px in PNG (image crops into the center of image when populated to homepage and stretches a bit height-wise depending on screen size). Cannot embed URL in featured image.
- Content due 3 business days before deployment.
- A/B testing not available.

Price per posting - ARA Member: \$900 | Nonmember: \$2,100



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:

2,500+ Member Retailers, Suppliers, & Affiliates
3,000+ Full Industry Database
29.88% Average Eblast Open Rate
4.51% Average Eblast Click Rate

Based on 2025 Data

Specs & Requirements:

- HTML code in notepad document (ARA does not provide edits to HTML code)
- Content width should be 600-800 px for best results.
- Send a subject line for email (Note: ARA includes “Sponsored Content” in each preview text)
- Content due 7 business days before deployment.
- Note: ARA's email platform is Marketing Cloud, a Salesforce product, requiring ARA's profile center for email unsubscribes and a physical mailing address to be included at the bottom of email. Upon request, ARA may send required code snippets to embed within your code.

Price per deployment - ARA Member: \$2,000 / \$3,500 | Nonmember: \$6,000 / \$9,000

Pricing is based on ARA member list or ARA full contact list