

# SmallFarm CANADA

## Web Advertising Rates

Rate Card no 6. Effective Sept. 2018.

### A Leaderboard

728w x 90h pixels  
\$475 / month

### B Big Box

300w x 250h pixels  
\$190 / month

### C Skyscraper

160w x 600h pixels  
\$700 / month

The screenshot shows the Small Farm Canada website interface. At the top, there are several banners: a green one for Elgin County, a white one for progressivebynature.com, and a red one for 'SAVE UP TO 58%'. Below these is the main header with the 'SmallFarm CANADA' logo and a search bar. A navigation menu includes 'HOME', 'ABOUT US', 'ADVERTISING', 'SUBSCRIBE', 'ARCHIVES', and 'LINKS/EVENTS'. The main content area features an 'Advertising' section with a list of ad types (Small farmers, Rural property owners, Rural businesses) and a 'DISTRIBUTION/READERSHIP' section with two bullet points. A 'Fast Facts' section follows, listing statistics about small farms in Canada. On the right side, there is a vertical 'WANT TO GROW?' banner for Sustainable Agriculture Co-op. At the bottom, there is a 'COMMERCIAL BEEKEEPING CERTIFICATE' banner for GPRC. Three red circles with letters A, B, and C are overlaid on the image to indicate the locations of the advertising spots described in the rate card.

Recommended Maximum Initial Download File weight - 40k

For questions regarding advertising file formats and delivery options contact: [production@smallfarmcanada.ca](mailto:production@smallfarmcanada.ca)

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Leader Board (average over 3 months)  
20,937 (CPM) impressions - 166 CTR (clicks)

Big Box (average over 3 months)  
14,155 (CPM) impressions - 98 CTR (clicks)

Prices are for web-ready material and do not include GST or production.