

2023 MEDIA KIT



Profiling your business
with retail's top decision makers

RCC RETAIL
COUNCIL
OF CANADA

CCCD CONSEIL CANADIEN
DU COMMERCE
DE DÉTAIL

Grow Your Business With RCC

As a Retail Council of Canada advertising and/or sponsorship partner, your company will benefit from RCC's reputation as the Voice of Retail™ in Canada and become recognized as a trusted resource for thousands of retail decision-makers.

RCC's media properties deliver targeted reach for advertisers and sponsors interested in connecting with retail audiences, across all segments and functions. Our multi-platform media products offer unprecedented impact through strategically placed, integrated content that is presented across media channels. Our team will develop a program to meet your business' unique goals and objectives.

70% of consumers want to learn about products through content rather than through traditional advertising

Content Marketing Institute

Today's best content-driven, business-to-business marketing is highly dynamic and RCC has designed all of its platforms – whether it is industry news, whitepapers, industry research, educational videos and online learning, events, social media, or solution-focused information and directories – to work together to amplify your message and get your company noticed by the people that matter.

If your company does business with retailers in Canada, or you are looking to engage more directly with the retail community in Canada, contact Mary Beth Carter, Director, Sponsorships, Retail Council of Canada, mbcarter@retailcouncil.org or call toll free 1-888-373-8245 ext. 286.



Retail This Week (weekly e-newsletter)

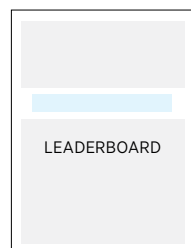
Featuring up-to-the-minute retail industry news from Canada and around the world, *Retail This Week* reaches an audience of 20,000 each week (51 times a year) coast-to-coast. *Retail This Week* also features regular ‘spotlight’ sections focusing on news and trends across supplier segments and synchronizes with areas of content focus across channels to maximize targeted reach and impact for RCC advertising and sponsorship partners.

Retail This Week has a weekly circulation of 20,000 subscribers.

Retail This Week e-newsletter – 2023 Ad Insertion Rates

| Placement | Per month |
|--|-----------|
| Leaderboard | \$1,500 |
| Sponsored Spotlight Sections Leaderboard | \$1,250 |
| Sidebar Listing | \$1,000 |

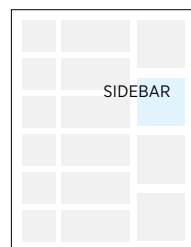
Retail This Week e-newsletter – Advertising Artwork Specifications



600 x 90 px

Leaderboard Advertisements

- 600 (w) x 90 (h) pixels
- PNG, JPEG, GIF (animated GIFs accepted); flash animation not accepted
- Resolution 72 dpi
- File size not to exceed 100KB
- Rotations permitted



200 x 200 px

Small Square Advertisements

- 200 (w) x 200 (h) pixels
- PNG, JPEG, GIF (animated GIFs accepted); flash animation not accepted
- Resolution 72 dpi
- File size not to exceed 100KB
- Rotations permitted



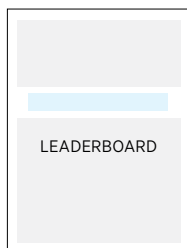
Retail Policy News (weekly e-newsletter)

Our weekly RCC member-only Retail Policy Newsletter provides the latest, must-know policy and regulation updates from across Canada that impact retailers and their partners. Circulation is 6,500+ subscribers.

Retail Policy News – 2023 Ad Insertion Rates

| Placement Monthly Rate | Per month |
|--|-----------|
| Leaderboard | \$1,250 |
| Sponsored Spotlight Sections Leaderboard | \$1,000 |

Retail Policy News – Advertising Artwork Specifications



600 x 90 px

Leaderboard Advertisements

- 600 (w) x 90 (h) pixels
- PNG, JPEG, GIF (animated GIFs accepted); flash animation not accepted
- Resolution 72 dpi
- File size not to exceed 100KB
- Rotations permitted



Détail en Bref (bi-monthly e-newsletter)

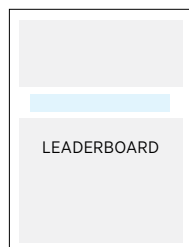
Focusing on policy and regulation updates that are of specific interest to retailers in Quebec with an overview of other key developments across Canada, Détail en Bref is the French bi-monthly e-newsletter that also provides retailers and their partners with resources, research and information on various events available in French. Circulation is 1,800+ subscribers.

Détail en Bref has a
bi-weekly circulation
of **1,800+** subscribers.

Détail en Bref e-newsletter – 2023 Ad Insertion Rates

| Placement | Per month |
|--|-----------|
| Leaderboard | \$650 |
| Sponsored Spotlight Sections Leaderboard | \$500 |

Détail en Bref e-newsletter – Advertising Artwork Specifications



600 x 90 px

Leaderboard Advertisements

- 600 (w) x 90 (h) pixels
- PNG, JPEG, GIF (animated GIFs accepted); flash animation not accepted
- Resolution 72 dpi
- File size not to exceed 100KB
- Rotations permitted



Social Media

With close to 40,000 followers on English platforms and 3,000 followers on French platforms, RCC's social media impact is significant. While RCC carefully uses our social platforms to convey retail policy issues to our followers, depending on content, RCC is open to considering posting advertiser messaging.

Social Media – Advertising Artwork and Message Length Specifications

Artwork

Twitter: 1200 (w) x 628 (h) pixels

LinkedIn: 1200 (w) x 628 (h) pixels

Facebook: 1200 (w) x 628 (h) pixels

In PNG / GIF / JPG format. Hyperlink to content desired destination.

Message Length

Twitter: Max. 280 characters

LinkedIn: Max. 600 characters

Facebook: Max. 600 characters

Please contact Mary Beth Carter at mbcarter@retailcouncil.org if interested in tapping into RCC's exceptionally strong social media following.

RCC Retail Council of Canada
@RetailCouncil



The 2023 market may be unpredictable, but you don't have to face the new year unprepared! Join our webinar to learn how to position yourself optimally by understanding [#MarketPricing](#), [#insights](#) & technologies available to handle changing consumer behavior. ow.ly/eHVu50MhEqg

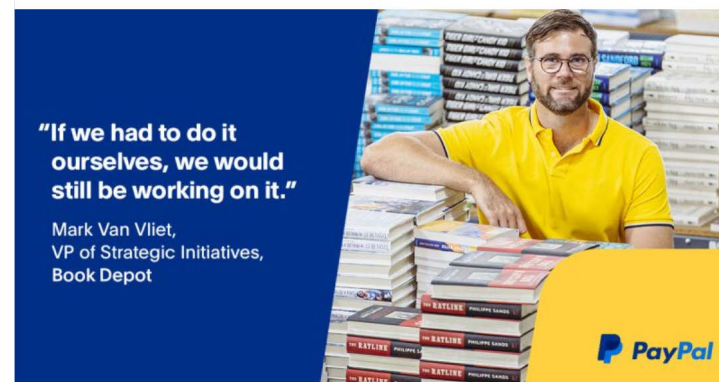


12:03 PM · Jan 5, 2023 · 150 Views

RCC Retail Council of Canada
23,007 followers
1mo ·

LinkedIn

Streamlining processes in e-Commerce could have been a long and costly process for Book Depot. But then PayPal stepped in and helped save the company months of work. Learn how by reading more. <https://lnkd.in/gTe9tARz>



Retailcouncil.org & RCC Community Hubs

Showcase your content or ad message where 150,000 of Canada's retail decision-makers come each month for current industry news, critical developments in policy affecting the retail sector, the latest retail trends, and company and vendor solution profiles on RCC's website.

Select from a range of monthly packages and banner ad formats and take advantage of frequency discounts that make it easy and affordable to keep your brand, product, service or solution top-of-mind with Canada's retail community. Ads can be targeted by: content for specific retail communities, geographical area, or by province or language preference.

French content also available on our French website: commercedetail.org

Retailcouncil.org & Community Hubs – Advertising Rates (Per Month)

***LIMITED AVAILABILITY; MAXIMUM 3-MONTH PLACEMENT**

| Ad Size/Placement | 1X | 2X | 3X |
|-------------------------------------|---------|---------|-------|
| Community Hub - Leaderboard/Big Box | \$1,500 | \$1,100 | \$800 |
| Quick Facts – Leaderboard | \$2,100 | - | - |

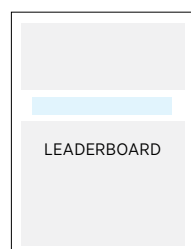
Retailcouncil.org & Community Hubs have **150,000+** unique visitors each month.

If you have retail-relevant, thought leadership content or resources for retailers (such as research, articles, blog posts, tools etc), upon RCC vetting, these can also be posted on our website. To discuss your ideas and content to share with RCC retail members, contact Mary Beth Carter, Director, Sponsorship at mbcarter@retailcouncil.org, or call toll free 1-888-373-8245.

Retailcouncil.org & RCC Community Hubs – Advertising Artwork Specifications

Ads can be geo-targeted to specific urban, provincial and/or regional markets. Pricing is unique to each custom program, but typically calculated based on estimated number of impressions.

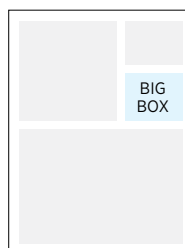
Placements appear on a first-reserved first-listed basis.



728 x 90 px

Leaderboard Advertisements

- 728 (w) x 90 (h) pixels (non-mobile screens)
- 300 (w) x 50 (h) pixels (mobile screens)
- PNG, JPEG, GIF (animated GIFs accepted); flash animation not accepted
- Resolution 72 dpi
- File size not to exceed 100KB
- Rotations permitted



300 x 250 px

Big Box Advertisements

- 300 (w) x 250 (h) px
- PNG, JPEG, GIF (animated GIFs accepted); flash animation not accepted
- Resolution 72 dpi
- File size not to exceed 100KB
- Rotations permitted

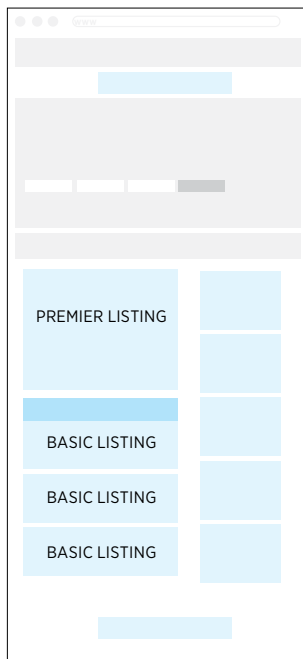
Banner ads must be submitted with URL and/or PDF for linking.
Note: All ad material is due five business days prior to the targeted release date of the advertisement.

Enhanced Supplier Directory

The Supplier Directory provides exposure of Retail Council of Canada's non-retailer members' products and professional services to key retail decision-makers.

In addition to a listing included with RCC membership, vendors, suppliers and advertisers also now have the option to upgrade their presence in this online directory. The following features are available:

- 400+ SUPPLIERS
- 3500+ PAGE VIEWS/ MONTH
- 1000+ VISITORS/ MONTH



Premier Listing Package | \$300

Premier listings are designed to offer heightened visibility within the Retail Supplier Directory. Premier listings appear on top of all basic listings, ensuring they are seen first. Premier listings contain all basic information.

*Includes five (5) product/service category listings of your choice. Additional category listings are \$50 each. For full list of available categories, visit: directory.retailcouncil.org

Premier Listings include:

- active links to website and social links
- full-colour logo 240 (w) x 120 (h) pixels
- full-colour product image and description 240 (w) 240 (h) pixels, file size not to exceed 100KB
- appear in up to 5 specific category areas

Additional Upgrade Options:

*Placements appear on a first-served, first-listed basis.

Featured Listing

Featured Listings appear in the category column and on all sub-category pages, ensuring maximum impact of your message concerning your specific products and/or services.

- Cost: \$1,000 per 12 months

Leaderboard banners (top and bottom)

- 728 (w) x 90 (h) pixels
- PNG, JPEG, GIF (animated GIFs accepted - but flash not accepted)
- Resolution 72 dpi
- File size not to exceed 100KB
- Rotations permitted
- Cost: \$475 per 12 months

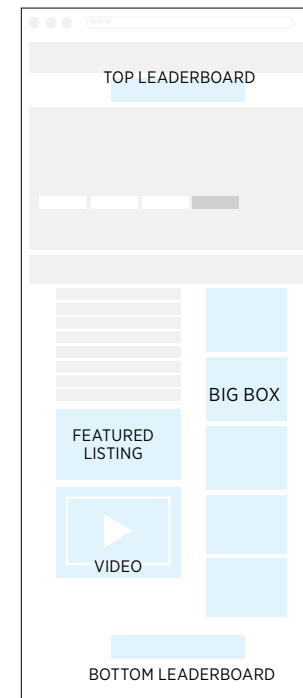
Big Box ads (Rotating)

- 300 (w) x 250 (h) pixels
- PNG, JPEG, GIF (animated GIFs accepted - but flash animation not accepted)
- Resolution 72 dpi
- File size not to exceed 100KB
- Rotations permitted
- Cost: \$475 per 12 months

Video

- Standard formats accepted
- Cost: \$475 per 12 months

* Guaranteed Placement - Available for companies who want to ensure preferred placement of Leaderboard banners, Big Box ads or Video.



For more information, contact:

Jodi White

Manager, Membership Services

Retail Council of Canada

Direct: 416-467-3768

Toll Free: (888) 373-8245 ext. 285

E-mail: jwhite@retailcouncil.org

The Voice of Retail™ Podcast

Take advantage of one of the leading retail industry podcasts in Canada and one of the fastest growing retail industry podcasts in North America. Sponsor The Voice of Retail (TVOR) podcast to promote your insights, data and the features of your business to retailers and retail industry insiders.

Produced in conjunction with Retail Council of Canada, TVOR is produced and hosted by industry pioneer, senior retail advisor, and ReThink Retail's Top 100 Global Retail Influencer Michael LeBlanc. Each week listeners enjoy an interview with retail industry executives and thought leaders from Canada and around the world. An episode is released on each and every Friday, with occasional bonus episodes mid-week. And, with over 350 episodes published to date, TVOR's top quality content is always available, delivering important insights that listeners have come to rely on. Each episode is promoted in the RCC Retail This Week eNews, Retail Policy email, and in RCC social media generating tens of thousands of impressions each week.

TVOR is hosted on Simplecast, an IAB-certified platform, and can be downloaded and subscribed to from all major podcasting platforms including Apple Podcasts, Amazon Music, Google podcasts, Stitcher, Spotify, Tune In and via in-home devices such as Google Home and Amazon Echo. For more information, [visit this link](#).



Presenting Sponsor 1 year or 6 months \$50,000 or \$35,000

Benefits of Podcast Presenting Sponsor include:

- Logo recognition on all podcast graphics
- Visibility on all of Michael LeBlanc's and Retail Council of Canada's corporate social media

Episode Sponsor \$3,500

- 15 second spot ad aired 2 times per episode (read or supplied)
- Recognition on website episode page
- Recognition on specific episode page

Host-Read Ads 20-30 second spot ad during podcast (read or supplied)

Premium: Spot ad aired before episode begins \$2,000

Regular: Timing of the spot being aired at the discretion of the host \$1,500



Sponsorship

RCC offers exciting opportunities to integrate sponsors into various thought leadership events, webinars, and research initiatives.

Please contact the Sponsorship Team at mbcarter@retailcouncil.org to discuss how RCC can put your brand in front of retail decision makers through sponsorship.

2023 Events Schedule

| | |
|--|--------------------|
| Retail Secure Conference, Mississauga, ON | March 21, 2023 |
| Retail Human Resources Conference, Mississauga, ON | April 20, 2023 |
| RCC STORE 23 Conference, Toronto ON | May 30-31, 2023 |
| Excellence in Retailing Awards Gala, Toronto, ON | May 30, 2023 |
| Canadian Grand Prix New Product Awards Gala, Toronto, ON | May 31, 2023 |
| Retail Marketing Conference, Downtown Toronto, ON | September 19, 2023 |
| Retail Sustainability Conference, Mississauga, ON | October 3, 2023 |
| Retail West Conference, Vancouver, BC | Fall 2023 |

Additional RCC Events

| | |
|--|---------------|
| Quebec: Webinars, curated in-person events and much more planned for our members and partners in Quebec. Stay tuned for more details to come. | Various Dates |
| In Conversation with Retail Leaders (4-5 per year) | Various Dates |
| Retail Matters Webinars | Various Dates |





RCC Advertising and Sponsorship Inquiries

Mary Beth Carter

Director, Sponsorship
Retail Council of Canada

Direct: 416-467-3769

Toll Free: 1-888-373-8245 ext. 286

E-mail: mbcarter@retailcouncil.org

Advertiser indemnifies Retail Council of Canada against losses or liabilities arising from this advertising. Retail Council of Canada, Inc. assumes no liability whatsoever, except to the extent of a one-time paid advertisement of the same specification, in the next or similar publication, if any proven or admitted errors or omissions have occurred. Payment is due upon receipt of the invoice. Interest shall be charged at 2% per month compounded to yield 26.82% per year on overdue accounts. A charge of \$30 will be levied against all returned cheques. Revisions to previously submitted ad copy are subject to additional charges. In the event of a contract cancellation, the advertiser/or agency agrees to repay Retail Council of Canada any discounts granted for multiple insertions less any discount applicable for the number of insertions completed in the contract. All cancellations must be received in writing prior to the advertising sales deadline. All premium positions are non-cancelable. Prices are net of agency commission. Ads may also appear in an online version of the publication(s).