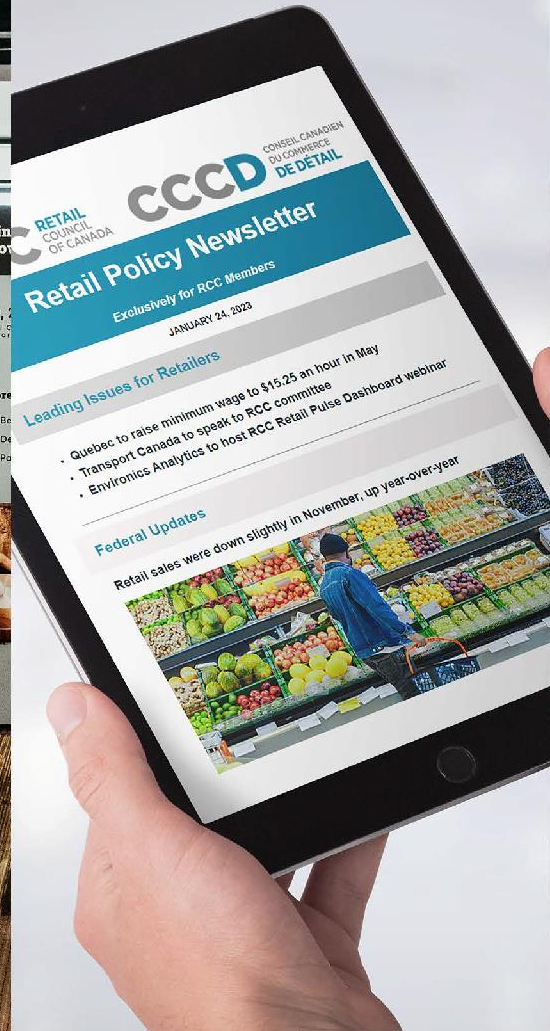


2024 MEDIA KIT



Profiling your business
with retail's top decision makers

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 Markou – Interim Director of Sponsorships, Retail Council of Canada, mmarkou@retailcouncil.org.



Retail This Week (weekly e-newsletter)

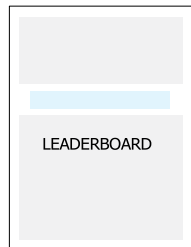
Featuring up-to-the-minute retail industry news from Canada and around the world, *Retail This Week* reaches an audience of 20,000 each week (51 times a year) coast-to-coast. *Retail This Week* also features regular ‘spotlight’ sections focusing on news and trends across supplier segments and synchronizes 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 – 2024 Ad Insertion Rates

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

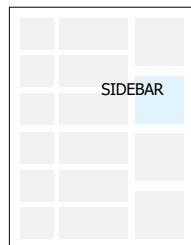
Retail This Week e-newsletter – Advertising Artwork Specifications



600 x 90 px

Leaderboard Advertisements

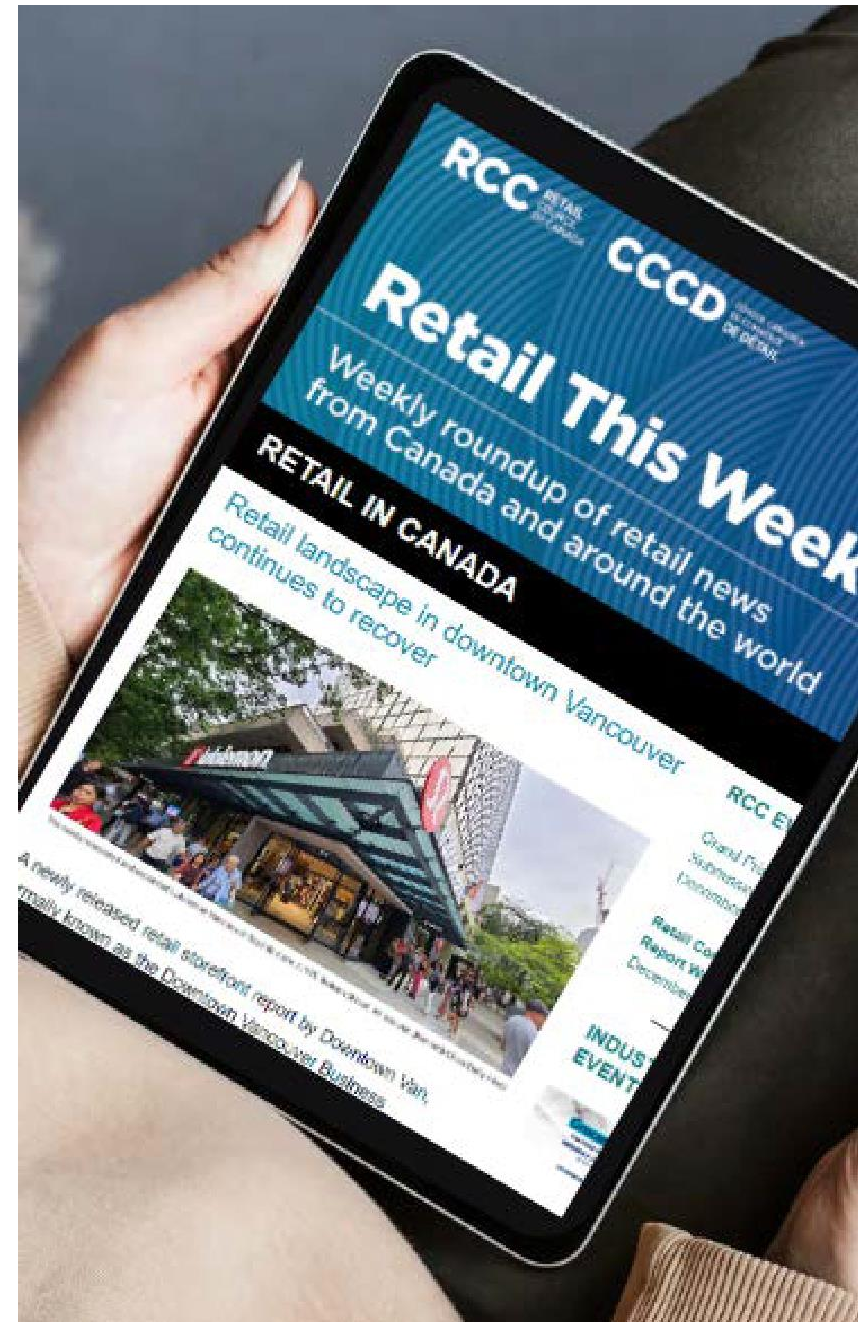
- 600 (w) x 90 (h) pixels
- PNG, JPEG, GIF (animated GIFs accepted); flash animation not accepted
- Resolution 72 dpi
- File size not to exceed 100KB
- Rotations permitted



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



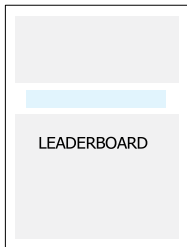
Retail Policy News (weekly e-newsletter)

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 – 2024 Ad Insertion Rates

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

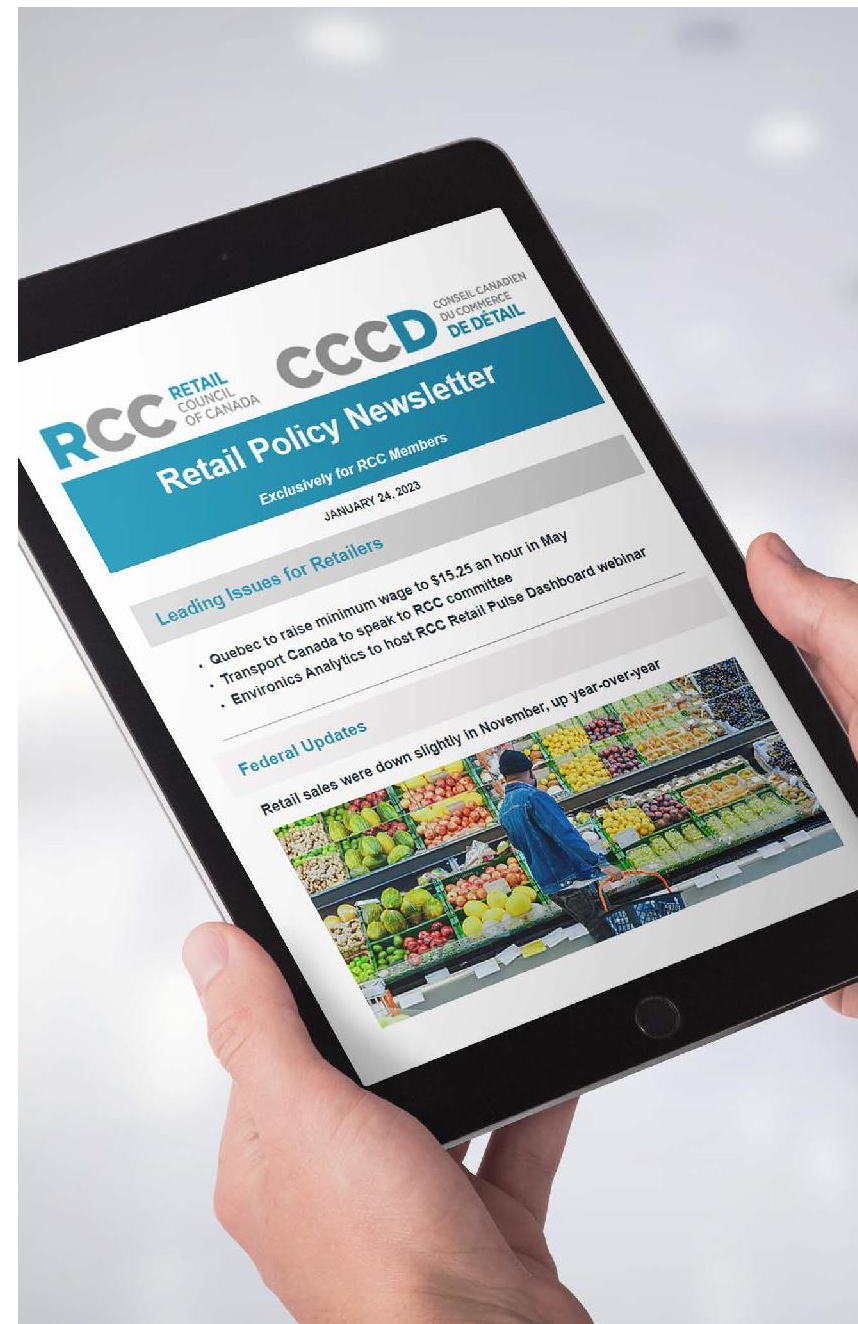
Retail Policy News – Advertising Artwork Specifications



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)

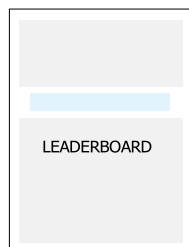
Focusing on policy and regulation updates that are of specific interest to retailers in Quebec with an overview of other key developments across Canada, *Détail en Bref* is the French bi-monthly e-newsletter that also provides retailers and their partners with resources, research and information on various 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 – 2024 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 Markou at mmarkou@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**
CCCD 23,007 followers
1mo · 📌



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	-	-

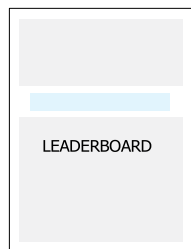
Retailcouncil.org & Community Hubs have 150,000+ unique visitors each month.

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 Markou, Interim Director, Sponsorship at mmarkou@retailcouncil.org

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.

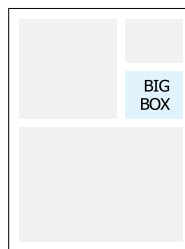
Placements appear on a first-reserved first-listed basis.



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

728 x 90 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

300 x 250 px

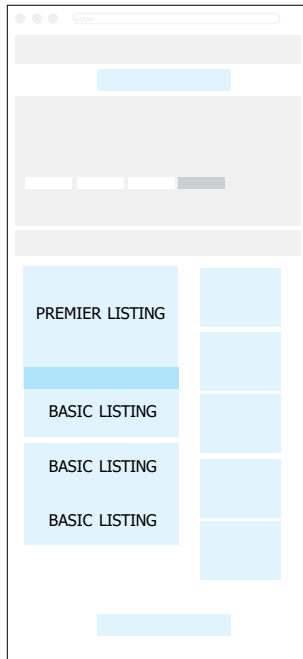
Banner ads must be submitted with URL and/or PDF for linking. Note: All ad material is due five business days prior to the targeted release date of the advertisement.

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

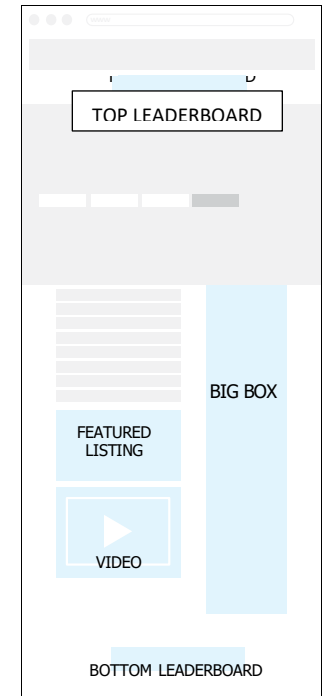
Big Box ads (Rotating)

- 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:

Kalie Belanger

Senior Membership Coordinator

Retail Council of Canada

Direct: 416-467-3750

Toll Free: (888) 373-8245 ext. 231

E-mail: kbelanger@retailcouncil.org

Sponsorship

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

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

2024 Events Schedule

Retail Secure Conference, Mississauga, ON	March 21, 2024
Retail Human Resources Conference, Mississauga, ON	April 25, 2024
RCCSTORE 24 Conference, Toronto ON	May 28-29, 2024
Excellence in Retailing Awards Gala, Toronto, ON	May 28, 2024
Canadian Grand Prix New Product Awards Gala, Toronto, ON	May 29, 2024
Retail Marketing Conference, Downtown Toronto, ON	September 12, 2024
Retail Sustainability Conference, Toronto, ON	October 16, 2024
Retail West Conference, Vancouver, BC	Fall 2024

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 Markou

Interim Director,
Sponsorship

Retail Council of Canada

E-mail: mmarkou@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).