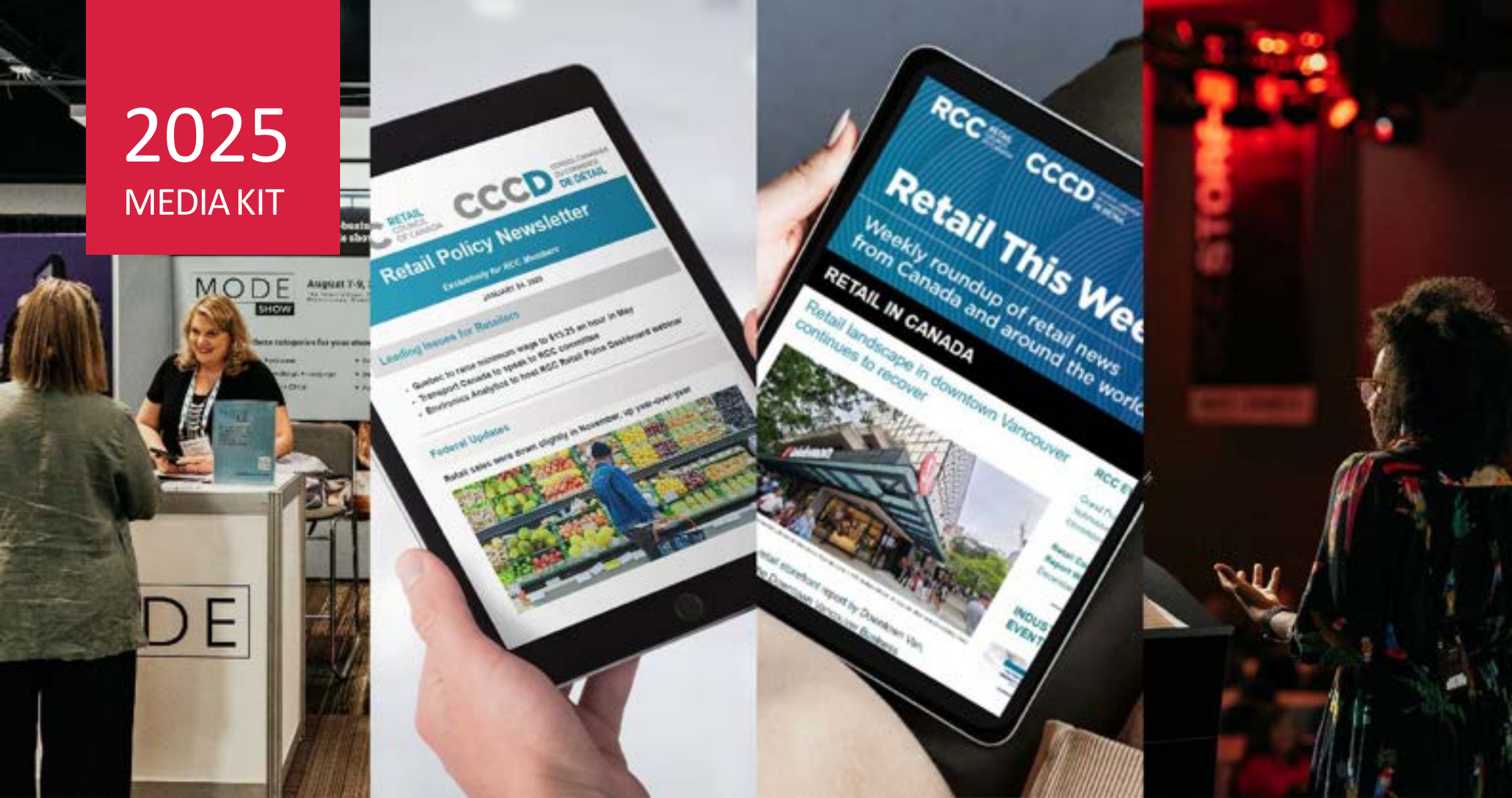


2025
MEDIA KIT



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 RCC's Sponsorship Team at rccsponsorship@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 (50 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.

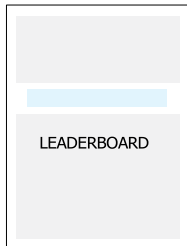
Retail This Week has a weekly circulation of 20,000 subscribers.

NOTE: RCC reserves the right to approve advertising content/creative.

Retail This Week e-newsletter – 2025 Ad Insertion Rates

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

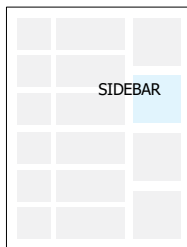
Retail This Week e-newsletter – Advertising Artwork Specifications



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



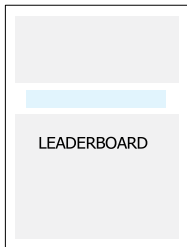
Retail Policy News (weekly e-newsletter)

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. *NOTE: RCC reserves the right to approve advertising content/creative.*

Retail Policy News – 2025 Ad Insertion Rates

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

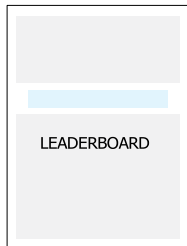
Focusing on policy and regulation updates that are of specific interest to retailers in Quebec with an overview of other key developments across Canada, *Détail en Bref* is the French bi-monthly e-newsletter that also provides retailers and their partners with resources, research and information on various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

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

Détail en Bref e-newsletter – 2025 Ad Insertion Rates

Placement	Per month
Leaderboard	\$1,500
Sponsored Spotlight Sections	\$1,250
Industry Events Listing	\$1,500

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 **(1-2 times per month)**

LinkedIn: 1200 (w) x 628 (h) pixels **(1-2 times per month)**

Facebook: 1200 (w) x 628 (h) pixels **(1-2 times per month. Thought leadership, research, case studies only. No advertising.)**

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

Message Length

Twitter: Max. 280 characters

LinkedIn: Max. 600 characters

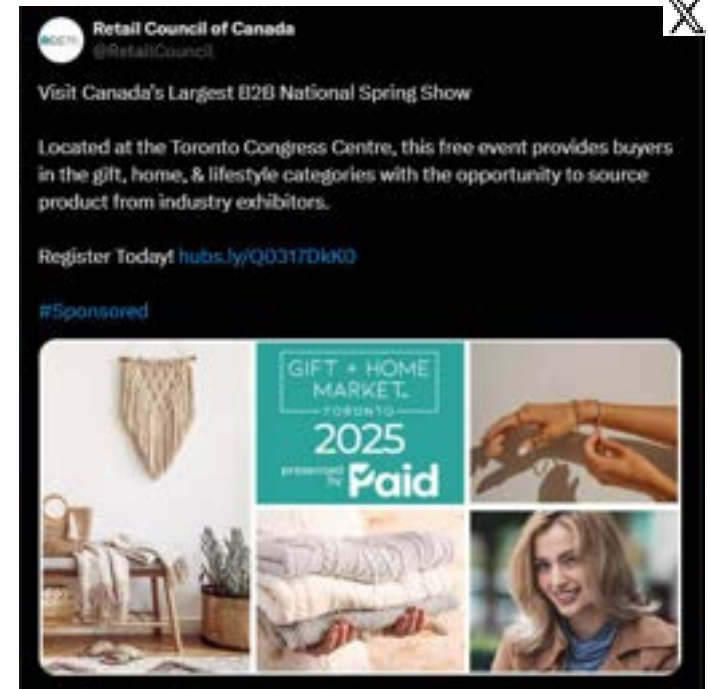
Facebook: Max. 600 characters

Rates

1x month \$250

2x month \$500

Please contact rccsponsorship@retailcouncil.org if interested in tapping into RCC's exceptionally strong social media following.



Retailcouncil.org & RCC Topics

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 & RCC Topics – Advertising Rates (Per Month)

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

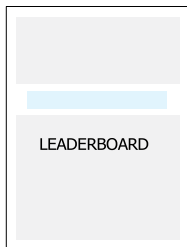
Ad Size/Placement	1X	2X	3X
RCC Topics - Leaderboard/Big Box	\$1,500	\$1,100	\$800
Quick Facts – Leaderboard	\$2,100	-	-
Industry News * - Sponsored Post	\$1,750	-	-
Industry Research * - Sponsored Post	\$1,750	-	-

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

*Retail-relevant, thought leadership content or resources for retailers (such as research, articles, blog posts, tools etc), subject to RCC vetting. To discuss your ideas and content to share with RCC retail members, contact RCC's Sponsorship team at rccsponsorship@retailcouncil.org.

Retailcouncil.org & RCC Topics – Advertising Artwork Specifications

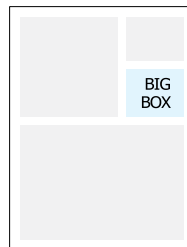
Ads can be geo-targeted to specific urban, provincial and/or regional markets. Pricing is unique to each custom program, but typically calculated based on estimated number of impressions. Placements appear on a first-reserved first-listed basis.



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.

Event 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.

2025 Events Schedule

Retail Secure Conference, International Centre, Mississauga, ON	March 19, 2025
NEW Connect West Breakfast Event, Fairmont Waterfront, Vancouver, BC	April 29, 2025
RCCSTORE 25 Conference, Toronto Congress Centre	June 3-4, 2025
Excellence in Retailing Awards Gala, Toronto Congress Centre	June 3, 2025
Canadian Grand Prix New Product Awards Gala, Toronto Congress Centre	June 4, 2025
NEW Retail Marketing Breakfast Event, Downtown Toronto, ON	September 2025
Retail Sustainability Conference, Toronto, ON	October 2025
Retail West Conference, Vancouver, BC	Fall 2025

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 (3-4 per year)	Various Dates
Partner Co-hosted Webinars (only 4 opportunities)	Various Dates





RCC Advertising and Sponsorship Inquiries

RCC Sponsorship Team

E-mail: rccsponsorship@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).