

# 2025 MEDIA KIT

WEBSITE | BLOCKTALK MAGAZINE | E-NEWSLETTERS | ONLINE CLASSIFIEDS



**BOOK ADS, SUBMIT  
EDITORIAL CONTENT  
AND ADVERTISING  
MATERIAL, CONTACT:**

Derek Boudreau  
[derek@meatpoultryon.ca](mailto:derek@meatpoultryon.ca)  
[meatpoultryon.ca](http://meatpoultryon.ca)

# Our Reach

## 2025 Media Kit

The 2025 Meat & Poultry Ontario Media Kit contains many opportunities to promote your product or service to key stakeholders in Ontario's meat and poultry sector.

All our programs can be tailored to help you achieve your marketing goals. You can even mix and match offerings to maximize your reach and amplify your brand messaging.



Reach out to Derek to discuss your marketing goals for 2025 and he will help you build a customized advertising program for your brand.

Derek Boudreau  
Market Development Specialist  
[derek@meatpoultryon.ca](mailto:derek@meatpoultryon.ca)  
(519) 635-9281

Engagement &  
Outreach

Industry  
Development

Recognition and  
Promotion

Administrative  
Excellence



## About MPO

Meat & Poultry Ontario (MPO) is the heart of Ontario's meat industry. Our 200+ members are independent businesses proud to serve the communities they live and work in. They can be found across the province, involved in every stage of the meat industry from harvesting to retail.

MPO members are committed to creating delicious, healthy, and nutritional foods for Ontario families. In addition to providing food for your table, your local butcher is a strong economic driver in urban and rural Ontario. Ontario's meat and poultry sector employs 25% of Ontario's food and beverage processing industry – the single largest manufacturing employer in Ontario – and generates \$11.2 billion of the province's \$45 billion in food and beverage processing industry revenue.

MPO is proud to lead and grow our industry. Through our innovative services, we bring recognized leadership, meaningful connections and practical insights to our members and Ontario consumers. We are relentlessly focused on helping Ontario's butchers, meat processors and their suppliers connect with markets (and one another) so they can grow their business and our sector.

# Print Advertising

## BlockTalk (Print & Digital)

BlockTalk is the official publication of MPO and is published four times per year with themes along industry trends and challenges. Copies of this magazine are distributed electronically, and in print, to nearly 2,000 individuals including MPO members, commodity groups, and government. BlockTalk readers include owners, managers, and other key decision makers in Ontario's meat and poultry abattoirs, processing plants and retail butcher shops.



Over **2,000 copies** distributed. Online edition has average of **25,938 impressions**, **3789 readers** and read time of **3:10 minutes**.

## 2025 Schedule

Issue	Advertising Booking Deadline	Distribution Date
Spring	January 15	March 3
Summer	April 19	June 9
Fall	July 19	September 8
Winter	October 18	December 8

## 2025 Advertising Rates

Size	Non-Member Rate	Member Rate
1/4 Page	\$669	\$335
1/2 Page	\$1,063	\$531
Full Page	\$1,780	\$890
Full page inside front cover or back cover *	SOLD OUT	SOLD OUT
Double Page Spread	\$2,431	\$1,216

\*subject to availability

**MEMBER DISCOUNT – MPO Members receive a 50% discount on all advertising.**

# Print Advertising

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## Ad Dimensions

Full Page Finished Size with Bleed: 8.5" (w) x 11" (h)

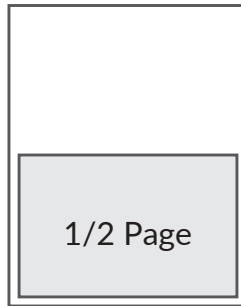
Artwork Size with Bleed: 8.75" (w) x 11.25" (h)

1/2 Page Finished Size: 7.5" (w) x 4.75" (h)

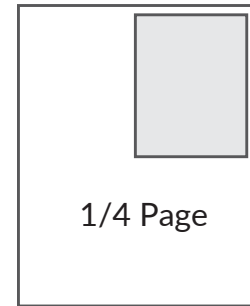
1/4 Page Finished Size: 3.66" (w) x 4.75" (h)



8.5" (w) x 11" (h)



7.5" (w) x 4.75" (h)



3.66" (w) x 4.75" (h)

## Specifications

BlockTalk advertisements are produced in full colour, at no extra charge to you. Please submit all advertising material in a digital format to [editor@meatpoultryon.ca](mailto:editor@meatpoultryon.ca)

## Resolution

Minimum 300 dpi (dots per inch). Colours: CMYK colours only. NO PANTONE COLOURS.

## Image File Types

JPEG, TIFF or EPS format. PDF files will be accepted, saved as a High-Quality Print. Please ensure that all artwork meets the above specifications to avoid production delays or additional charges.

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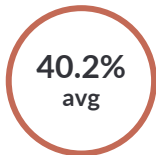
# Digital Advertising

## Dedicated E-Blast

Reach your target audience by booking a dedicated e-blast through our CASL compliant, opt-in subscriber list of 1,214 industry stakeholders. Limited spaces available per month.



Subscribers



Open Rate



Click Through Rate  
(industry avg. 4.5%)

## Space and Material Deadlines

### Space

15 days before issue

### Material

Please reach out to Derek ([derek@meatpoultryon.ca](mailto:derek@meatpoultryon.ca)) or Laura ([member@meatpoultryon.ca](mailto:member@meatpoultryon.ca)) at MPO to determine deadlines.

## 2025 Advertising Rates

	1x	2x
Member Rate	\$500	\$400
Non-Member Rate	\$1000	\$800

## Classified Specifications

Classified ads are limited to a 100-word description. You may include one (1) picture per advertisement. Contact us for rates.

### Dimensions

Max. 800 (w/h) pixels, pictures will display at 100 x 100 pixels but will open into a larger size

### Resolution

Minimum 72 dpi (dots per inch)

### Image File Types

GIF, JPEG, PNG.

### Material

Material for classifieds is due 5 days prior to publishing.

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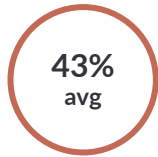
# Digital Advertising

## Word on the Block (Bi-Weekly E-Newsletter)

Reach key decision makers through *Word on the Block*, MPO's biweekly digital newsletter. Delivered every other Monday to 450 key decisionmakers in the meat and poultry sector.



Subscribers



Open Rate  
(industry avg. 30%)



Click Through Rate  
(industry avg. 4.5%)

### Key Advantages

- Reach key decision makers in the meat and poultry processing sector
- Cross-promote in other MPO publications to amplify your campaign messaging
- Direct visitors to the landing page of your choice
- Change artwork monthly

## 2025 Advertising Rates

Please provide digital link.

Member rates (per ad):

Ad Type	Size	1x	2x	12x
Bit Box	300 x 300	\$250	\$200	\$150
Banner	600 x 200	\$200	\$150	\$100
Small Box	200 x 200	\$150	\$100	\$75

Non-member rates:

Ad Type	Size	1x	2x	12x
Bit Box	300 x 300	\$500	\$400	\$300
Banner	600 x 200	\$400	\$300	\$200
Small Box	200 x 200	\$300	\$200	\$150

## Space and Material Deadlines

### Space

10 days before issue

### Material

8 days before issue

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# Digital Advertising

## MPO Website

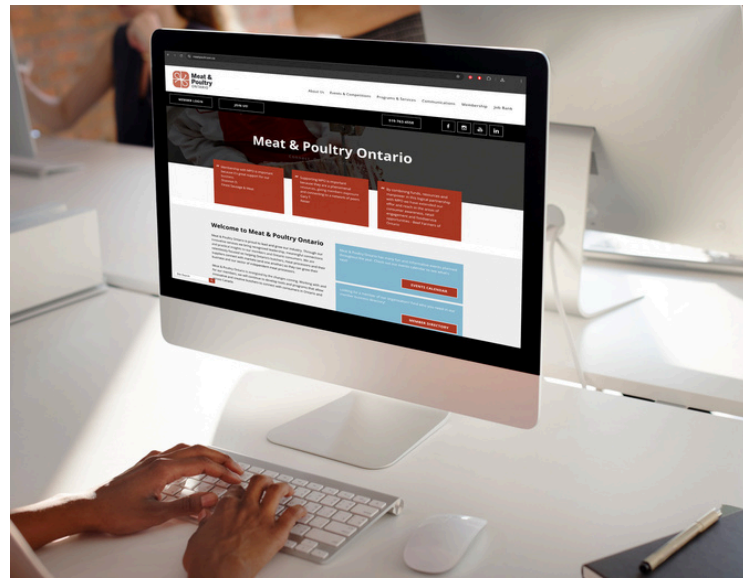
[Meatpoultryon.ca](http://Meatpoultryon.ca) attracts over 25,000 unique visitors annually, serving as a trusted resource for upcoming events, workshops, industry insights, and business growth strategies. Advertise regularly on Meatpoultryon.ca to connect with your target audience and maximize your impact.



Unique visitors  
per month



Avg. duration  
on site



### Key Advantages

- Reach key decision makers in the meat and poultry processing sector
- Cross-promote in other MPO publications to amplify your campaign messaging
- Direct visitors to the landing page of your choice
- Change artwork monthly

## 2025 Advertising Rates

Please provide digital link.

Rates (per ad):

	Size	1x	3x	8x
Member Rate	300 x 300	\$200	\$150	\$100
Non-Member Rate	300 x 300	\$400	\$300	\$200

# Limited space available!

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