



**Meat &
Poultry**
ONTARIO

PRINT ADVERTISING | DIGITAL ADVERTISING

2024 **MEDIA** KIT

WEBSITE | BLOCKTALK MAGAZINE | E-NEWSLETTERS | ONLINE CLASSIFIEDS



**Meat &
Poultry**
ONTARIO

To book ads contact: **Derek Boudreau** | derek@meatpoultryon.ca | (519) 635-9281

To submit material: **Stacey Newman** | editor@meatpoultryon.ca

www.meatpoultryon.ca



**Meat &
Poultry**
ONTARIO

MPO Members are stronger together

Our Reach

Engagement & Outreach | Industry Development | Recognition and Promotion | Administrative Excellence



2024 Media Kit

The 2024 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 2024 and he will help you build a customized advertising program for your brand.

Derek Boudreau
Industry Development
Specialist
derek@meatpoultryon.ca
(519) 635-9281

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

MEMBER DISCOUNT – MPO Members receive a 50% discount on all 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 hard copy, 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, **3,789** readers and read time of **3:10** minutes.



2024 Schedule

Issue	Advertising Booking Deadline	Distribution Date
Spring	Jan. 25	Mar. 1
Summer	Apr. 19	Jun. 7
Fall	Jul. 19	Sept. 6
Winter	Oct. 18	Dec. 6

2024 Advertising Rates

Size	Size	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

Revisions & Proofs: \$25
Position Guarantee: \$45 premium
Ad Creation: \$50/hour

*subject to availability



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Print Advertising

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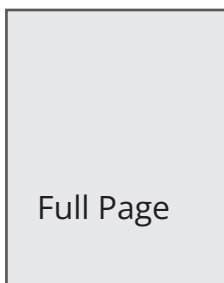
Ad Dimensions:

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

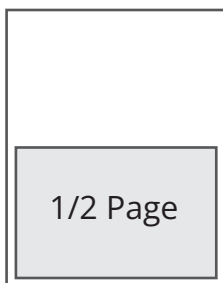
Artwork Size with Bleed: 8.75" (w) x 11.25" (h)

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

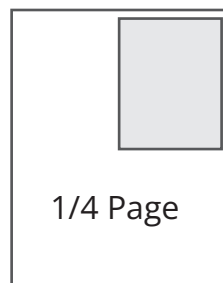
1/4 Page Finished Size: 3.66" (w) x 4.75" (h)



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

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.



Digital Advertising

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

Dedicated eBlast

Reach your key audience by booking a dedicated eblast through our CASL compliant, opt-in subscriber list of **1,214 industry stakeholders**.

Limited spaces available per month.

Subscribers – 1,214

Open rate – 40.2% avg

Click rate – 5.4% avg (industry avg. 4.5%)

Space and Material Deadlines

Space: 15 days before issue

Material: 10 days before issue

Talk to Derek to learn more about our schedule and specifications.

2024 Advertising Rates

	1x	2x
Member Rate	\$500	\$400
Non - Member Rate	\$1,000	\$800

Classified Specifications:

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

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

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Word on the Block

(biweekly)

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

Subscribers – 408 and growing

Open rate – 43% avg (industry avg. 30%)

Click rate – 9.8% avg (industry avg. 4.5%)

- 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

Limited space available!

Space and Material Deadlines

Space: 10 days before issue

Material: 8 days before issue

2024 Advertising Rates

Ad Creation: \$50/hour

Member rates (per ad):

	Size	1x	3x	12x
Bix 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:

	Size	1x	3x	12x
Bix Box	300 x 300	\$500	\$400	\$300
Banner	600 x 200	\$400	\$300	\$200
Small Box	200 x 200	\$300	\$200	\$150



Digital Advertising

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MPO Website

Meatpoultryon.ca is a go to resource where over **25,000 unique visitors** visit annually to learn about upcoming events, workshops, to connect on key industry issues and learn how to grow their business. Reach your key audience by advertising regularly on **meatpoultryon.ca**.

Unique visitors/month – 2,000

Sessions/month – 2,600

Avg. duration on site – 1:15 minutes

- 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

Limited space available!

2024 Advertising Rates

Ad Creation: \$50/hour

Rates (per ad):

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