

Advertising with Farming the Web

Advertising on Farming the Web is a great way to promote your products and services! Connect to forage, agriculture and rural consumers and communities with one of our 3 different advertising placements: Homepage Banner, Category Banner and Category In-Listings.

Getting your ad up and running is easy!

1. Fill out our online **Advertising Application** form with the following information:
 - Business and contact Information
 - Your desired advertising placement:
 - a. Homepage Banner
 - b. Category Banner, including your preferred category
 - c. Category In-Listings, including your preferred category
 - The date you would like to start advertising and how many months you would like to advertise for. Advertise more often and save!
 - Your ad image(s) in the required size(s) and format.
 - Your website URL if applicable.
2. We ensure your ad meets the requirements and then send you the details and a payment link (all major credit cards are accepted).
3. We process your payment and then email you a receipt and let you know when your ad will be published.

Pricing

Up-to-date pricing can be found in our **Help Guide**.

We're here to help!

Contact us at info@farmingtheweb.ca or give us a call at **(587) 678-2346** with any questions you may have and we'll be happy to respond within 1-2 business days.

About Farming the Web

Farming the Web is a not-for-profit online marketplace serving forage and agriculture product and service providers and consumers. Farming the Web was created through a grant from the Canadian Agricultural Partnership (**CAP**) and is managed by the Alberta Forage Industry Network (**AFIN**). All proceeds go toward the future maintenance, hosting and promotion of farmingtheweb.ca.

Homepage Banner

A clickable banner ad on the Farming the Web homepage that links to your website.

Image Requirements

For your ad to display properly on desktop and mobile, we require ads to be submitted in two different sizes:

For Desktop:

- 970px wide x 250px high
- Exported as a RGB .jpg at 72 dpi

For Mobile:

- 300px wide x 250px high
- Exported as a RGB .jpg at 72 dpi

Design Tips For Best Results

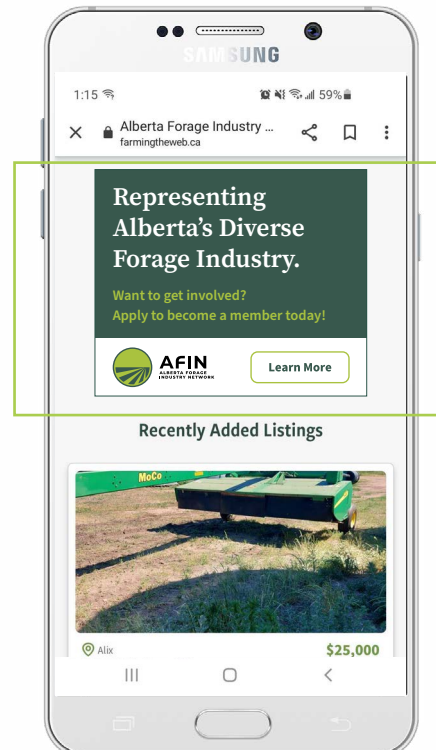
Do:

- Keep ad headline & content simple/concise
- Use high-quality imagery & legible fonts
- Include company logo & a call-to-action: Learn More, Buy Now, etc.

Don't:

- Place headlines on top of imagery
- Use low contrast colours

Note: You don't need to take up valuable space in your ad by including the URL. The ad is clickable and will link to your website. If you don't have a website, include contact information in your ad.



Category Banner

A clickable banner ad at the top of a category page that links to your website.

Image Requirements

For your ad to display properly on desktop and mobile, we require ads to be submitted in two different sizes:

For Desktop:

- 970px wide x 250px high
- Exported as a RGB .jpg at 72 dpi

For Mobile:

- 300px wide x 250px high
- Exported as a RGB .jpg at 72 dpi

Design Tips For Best Results

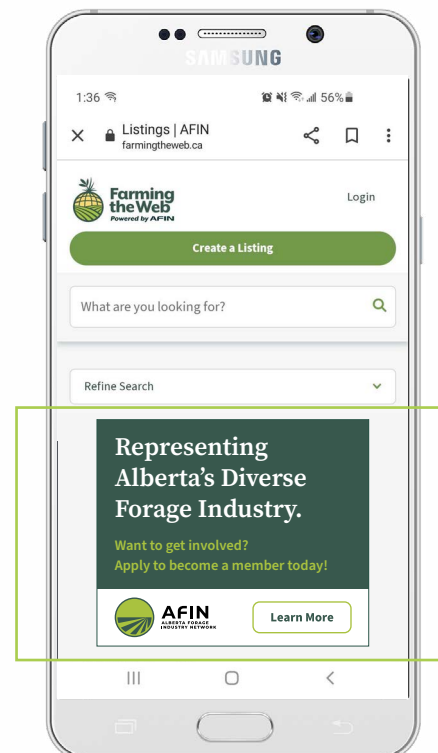
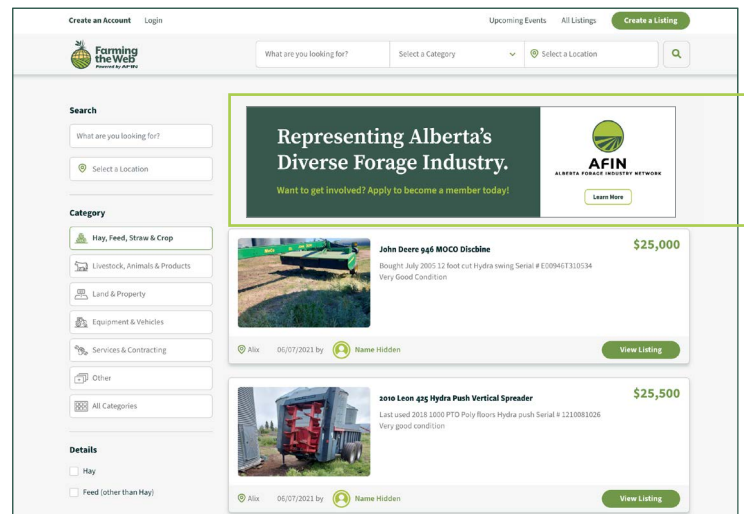
Do:

- Keep ad headline & content simple/concise
- Use high-quality imagery & legible fonts
- Include company logo & a call-to-action: Learn More, Buy Now, etc.

Don't:

- Place headlines on top of imagery
- Use low contrast colours

Note: You don't need to take up valuable space in your ad by including the URL. The ad is clickable and will link to your website. If you don't have a website, include contact information in your ad.



Category In-Listings

A clickable ad within the listings on a category page that links to your website.

Image Requirements

- 300px wide x 250px high
- Exported as a RGB .jpg at 72 dpi

Design Tips For Best Results

Do:

- Keep ad headline & content simple/concise
- Use high-quality imagery & legible fonts
- Include company logo & a call-to-action: Learn More, Buy Now, etc.

Don't:

- Place headlines on top of imagery
- Use low contrast colours

Note: You don't need to take up valuable space in your ad by including the URL. The ad is clickable and will link to your website. If you don't have a website, include contact information in your ad.

