

# NATIVE ADVERTISING

DTN/*The Progressive Farmer* is pleased to introduce DTN Spotlights™, a sponsored-content program specifically built to help you engage with our loyal readers.

## Increase your brand's chances of being top of mind — be part of the DTN conversation.

DTN Spotlights delivers your message in-stream, without interrupting the overall user experience — making it ideal for distributing useful, interesting, and targeted content outside of your brand's website.

## SPONSORSHIP PACKAGES & PRICING:

DTN SPOTLIGHTS SPONSORSHIP PACKAGE: \$7,500/mo

- Sponsored Content Ad on DTNPF.com (200K impressions minimum)
  - Logo
  - Thumbnail
  - Headline
  - Sponsored content summary
- Sponsored content page with companion ads
  - Image
  - Article content
  - Video
- For custom content creation, please contact your sales executive for pricing and options.

## CPM & VIDEO ADD-ON PRICING:

- National ROS CPM: \$60
  - Minimum purchase of 100K impressions per three-month period
  - Includes hosted content page with companion ads
- Geo-targeted ROS CPM: \$75
  - Minimum purchase of 100K impressions per three-month period
  - Includes hosted content page with companion ads
- Videos: \$500
  - Videos must be provided via MP4, YouTube, or a Vimeo link.



**YOUR CONTENT  
ON AG'S CENTER  
STAGE!**




# NATIVE ADVERTISING

## NATIVE AD PLACEMENT SIZES

### 1X3 NATIVE AD BOX:


Sponsored Content

### Forecast Accuracy Steers Decisions



DTN Ag Weather Stations provide local weather intelligence to take the guesswork out of fieldwork from planting through harvest.


Sponsored by:



READ MORE



### SPONSORED CONTENT




The screenshot shows a desktop view of the DTN website. At the top, there's a navigation bar with 'HOME', 'MARKETS', 'NEWS TOPICS', 'WEATHER', 'FERTILIZERS', and 'AGRICULTURE'. Below that, a 'Sponsored Content' section features the article 'Forecast Accuracy Steers Decisions'. The article includes an image of a weather station, a sub-headline 'DTN Ag Weather Stations provide local weather intelligence to take the guesswork out of fieldwork from planting through harvest.', and a 'READ MORE' button. To the right of the article, there are social media sharing icons and a 'DTN Ag Weather Station' product image. At the bottom of the page, there's a footer with contact information and a 'ABOUT DTN' section.

### 2X3 NATIVE AD BOX:

Sponsored Content

### DTN Spotlights


#### Forecast Accuracy Steers Decisions



DTN Ag Weather Stations provide local weather intelligence to take the guesswork out of fieldwork from planting through harvest.

READ MORE

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### 2X3 NATIVE AD BOX:

Sponsored Content

### Forecast Accuracy Steers Decisions



DTN Ag Weather Stations provide local weather intelligence to take the guesswork out of fieldwork from planting through harvest.

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ALL CONTENT IS RESPONSIVE FOR DESKTOPS, TABLETS, AND SMARTPHONES!



## SPECS & INFORMATION:

### SPONSORED CONTENT AD ON DTNPF.COM

- Logo: condensed version
- Thumbnail: 4:3 aspect ratio (JPEG, PNG, GIF), 200k
  - Three to five thumbnails per placement. Does not have to match the imagery in the article.
- Headline: two to five words
  - Three to five headlines per placement.
- Sponsored content summary: maximum 40 characters
  - If a longer version is supplied, DTN/*The Progressive Farmer* may shorten the summary to optimize the display.



### SPONSORED CONTENT PAGE

- Companion ads: 728x90, 300x250, 300x600, three 320x50 (mobile)
- Side Kick ad unit available: 300x250 or 300x600
- Image with caption/credit: 4:3 aspect ratio (JPEG, PNG, GIF), 200k
- Article content: must provide value (informational, educational, or entertaining) to the end user independent of underlying commercial aims.
  - DTN/*The Progressive Farmer* reserves the right to reject content that does not provide sufficient user value.
- Video: MP4, YouTube link, or a Vimeo link (additional cost)

### ADDITIONAL INFORMATION

- For a successful native advertising program, new content should be supplied every 10 to 12 days. At least three different sponsored content pieces should be provided each month, at a minimum.
- Along with each sponsored content package, multiple headlines and thumbnails should be provided to optimize the campaign content.