Add Quality to Your Media Plans
Engaging farmers on multiple platforms to drive success

Over 260 editorial awards in the past 5 years:

- North American Agricultural Journalist Writing Competition (NAAJ)
- Neal Awards
- Folio Awards
- American Agricultural Editors’ Association (AAEA)
- Weed Science Society of America
- American Society of Business Publication Editors (ASBPE)

Recognition for writing, design, photography and reporting served through both print and digital.
Your farm. Your land. Your life. In each issue, we strive to improve our readers’ lives financially, while helping them deal with issues surrounding their biggest investment — their land. We offer articles on land prices, land use, conservation, and legal issues related to land ownership.

Progressive Farmer focuses on the details of operating a successful farm by covering subjects like marketing, management, new technology, crop and livestock production, and equipment. Our readers also benefit from content focused on the day-to-day issues that their families face with articles related to their life, such as estate planning, activities for farm kids, inheritance issues, and on-farm safety.

2020 reach
National circulation: 410,000
Published
14 times annually

National Coverage of Key Demographics:

305,299
250,867
260,413

265,414
38,644
10,910

250+ acres
260,652

Data Services
As an advertiser, you will have access to reader response mechanisms and ink jet capabilities. DTN/Progressive Farmer offers full service database management and relationship marketing services, including list rental of a 1.2 million-name database.

www.dtn.com/advertising

© 2019 DTN, Inc.

Progressive Farmer
The Nation’s Most Widely Distributed Agriculture Magazine
2020 circulation: 410,000

2020 color print rates*

<table>
<thead>
<tr>
<th></th>
<th>full page</th>
<th>2/3 page</th>
<th>1/2 page</th>
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<td>410,000</td>
<td>$32,800</td>
<td>$22,960</td>
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*All rates are gross. Demographic and Geographic buys are available as a customized quote. Contact your representative.
2020 Editorial Highlights*

JANUARY 2020
MAJOR FEATURE:
Decade of Disruption: 20/20 Vision of the Future
(Öngoing Series)

FEBRUARY 2020
MAJOR FEATURE:
America’s Best Shops

MID-FEBRUARY 2020
MAJOR FEATURE:
Invisible Invaders
Crop threats from below ground.

MARCH 2020
MAJOR FEATURE:
Wheat Yield Contest Winners

APRIL 2020
MAJOR FEATURE:
Guessing Game/Survey Says
Using corn, soybean and cotton performance trials to improve production and economic performance.

MAY 2020
MAJOR FEATURE:
Livestock Outlook

JUNE 2020
MAJOR FEATURE:
TBD

JULY 2020
MAJOR FEATURE:
TBD

AUGUST 2020
MAJOR FEATURE:
Plan for Planting

SEPTEMBER 2020
MAJOR FEATURE:
TBD

OCTOBER 2020
MAJOR FEATURE:
The Pulse of Rural America: Our Exclusive Zogby Poll

NOVEMBER 2020
MAJOR FEATURE:
Land Values

MID-NOVEMBER 2020
MAJOR FEATURE:
Farm Management/Business

DECEMBER 2020
MAJOR FEATURE:
America’s Best Young Farmers & Ranchers

In every issue…
Taxlink
Weatherlink
CattleLink
Croplink
Landwatch
Ask the Vet
Ask the Mechanic
Inside The Market
Handy Devices
BusinessLink
Family Business Matters
Our Rural Roots

Rod Mauszycki
Bryce Anderson
Victoria Myers
Pamela Smith
Dr. Ken McMillan
Steve Thompson
Todd Hultman
Dan Miller
Katie Dehlinger
Lance Woodbury
Farmer Bloggers

*Topics subject to change

Irrigation Extra
Stories highlighting irrigation practices and new procedures.
Published 6 times annually: February, March, April, May, July and October

CattleLink
A special, beef-focused section reaching 260,000 of the nation’s cattle producers.
Published 12 times annually: January, February, March, April, May, June, July, August, September, October, November, and December
# 2020 Publishing Schedule*

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<td>06/04/20</td>
<td>06/08/20</td>
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<td>August 2020</td>
<td>06/15/20</td>
<td>06/25/20</td>
<td>06/29/20</td>
<td>08/01/20</td>
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<td>Mid-November 2020</td>
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<td>10/27/20</td>
<td>12/01/20</td>
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</table>

*This is a preliminary schedule, dates are subject to change

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68% of daily digital users site print sources as the #1 driver in visiting ag websites

79% of daily digital users also use ag print weekly
Use the Best Digital Tactic to Achieve Campaign Success with Farmers

Brand Awareness
- Run of Network Banners
- Audience Segmentation
- 100% Share of Voice
- High Impact Ad Units
- Retargeting and Audience Extension
- E-newsletters
- E-blasts

Customer Targeting
- Audience Segmentation
- Audience Extension
- E-blasts

Engage, Educate, Entertain
- Native Video E-blasts

Sponsored Content
Meet the Class of 2019
Dow-Progressive Farmer announces the newest American Young Farmers and Ranchers Honoree.

SAVINGS AT YOUR FINGERTIPS.
When it comes to saving on the seed and crop protection products you need, there’s nothing like InputFinance.com. You’ll find exclusive offers that will benefit you and your operation in 2019.

Plus, save even more by adding the Multi-Tier Account from John Deere Financial to work with flexible financing terms led to your production cycle.

Benefits to you:
- Exclusive money-saving finance offers for seed and crop protection products
- Save thousands of dollars in interest expenses and lower your cost per acre
- Improved cash flow with four new, peer-after-harvest terms

SEE HOW MUCH YOU COULD SAVE.
The multi-tier account from John Deere Financial is a powerful financing tool for farmers! The exclusive offer on InputFinance.com could save you

GET EXCLUSIVE OFFERS AT INPUTFINANCE.COM
Talk to Your Best Customers Across Multiple Digital Platforms

**On Site:**
- DTNPF.com
- Banner Advertising
- On Site Data Targeting
- Native
- Sponsorships
- Channel Blocks
- Videos
  - Pre & Post Roll
  - Video Channel
- DTN Premium Sites:
  - MyDTN & DTN Professional Online
- Run of Network
- iPad

*Geo targeting options available

**Off Site:**
- Audience Extension Banners
- Audience Extension Native
- Audience Extension Video
- Site Retargeting
- Ad Retargeting
- Social Amplification
- E-blast
- E-newsletters

*Geographic targeting options available

---

2,000 pieces of content produced everyday

78% average viewability

50 Writers and Contributors including:
- 29 DTN Staff Ag Editors, Analysts & Meteorologists
- 12 Grain Bidders
- 7 Staff Progressive Farmer Editors

Digital enhancements:
- Upgraded navigation
- Demo targeting
- Video tactics
- Progressive Farmer content on DTN
DTNPF.com
147,500
Unique Visitors
595,000
Page Views

DTN Paid
$1,300
average annual subscription
74,000
Unique Visitors
2,500,000
Page Views

Run of Network
221,500
Unique Visitors
3,150,000
Page Views

Providing advertisers an efficient buy combining the beneficial environment of both public and paid content.

CPM: $25
Geo targeted CPM: $30

DTN Premium Sites: MyDTN & DTN Professional Online
DTN Professional and MyDTN are premium paid subscription services meeting the needs of the largest producers in the industry. Delivered directly via satellite or the Internet, DTN Professional is a reliable, real-time solution... it’s a business tool used to help producers better manage risk and protect their profits.

dtnpf.com is the go-to website for producers who need to stay informed about the agriculture industry, discover business and operational best practices, and promote rural perspectives. The site aggregates the views of industry experts focused solely on the ag industry, offering users a breadth of information in one single destination.

High-impact special ad units

Expandables
728x90 expands to 728x315
300x250 expands to 600x250
300x600 expands to 600x600
CPM: $45
Geo-targeted CPM: $60

In-banner video
CPM: $45
Geo-targeted CPM: $60

Pushdown
970x90 expands to 970x415
CPM: $60
Geo-targeted CPM: $75

Light-Box
300x250 expands to full screen
Features video player
CPM: $45
Geo-targeted CPM: $60

Mobile adhesion banner
The ad unit will appear and remain at the base of the page while users are browsing.
CPM: $50
Geo-targeted CPM: $60

Standard banner ad sizes and CTRs:

300x250 - 0.15% 970x90 - 0.14%
728x90 - 0.08% 300x600 - 0.26%
160x600 - 0.05% 320x50* - 0.04%

The site aggregates the views of industry experts focused solely on the ag industry, offering users a breadth of information in one single destination.
Native Advertising
Sponsored Content

DTN Native 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.

- Sponsored Content Ad on dtnpf.com
  - Logo
  - Thumbnail
  - Headline
  - Sponsored content summary
  - Article Image
  - Article content
  - Video

- For custom content creation, please contact your sales executive for pricing and options.

Serve lightbox videos, surveys, infographics, slide presentations, etc. out of our native ad spaces on dtnpf.com. There are over 300 supported third-party services that we can embed directly into the lightbox.

100% SOV and Sponsorships

Homepage Takeovers, Channel Blocks and Channel Focus ad buys are available

CPM: $60
Average CTR:

Contact your sale representative for a tailored program designed for your brand.

Video Channel

All DTN/PF videos aggregated into a robust video channel

New Progressive Farmer specific videos and podcasts expand our online video.

Pre/post-roll videos on DTN Daily Videos
Net investment: $2,000

Sponsored Videos

Advertiser provided videos delivered in stream on the Video Channel
Net investment: $2,000

On-site Demo Targeting

We are pleased to announce that we can now use our Progressive Farmer database to hyper target the perfect audience for your brand on endemic campaigns!

Run of Network Banners

- CPM: $40 net
**Off-site Digital Tactics**

**Hyper Target Your Most Qualified Audiences with DTN/PF First Party Data**

**Audience Development**
Using our *Progressive Farmer* database to hyper-target the perfect audience.

**Audience Extension Offers:**
- **Banners**
  - Average CTR: 0.13%
  - $15 CPM
- **Audience Extension Native:**
  - $30 CPM
  - Average CTR: 0.32%
- **NEW Audience Extension Video:** Target the same data segment as your banners and native campaigns with high-impact video ads!
  - Video displays up to a minute in length
  - Average CTR: 1.22%
  - $30 CPM

**Site Retargeting:**
Follow the loyal visitors of dtmpf.com throughout their online experience.

Visitors of dtmpf.com will be served our advertiser’s message(s), “offsite” through a 3rd party network.

- **Banner**
  - CPM: $15 net
- **Native**
  - CPM: $30 net

**Ad Retargeting:**
Serve your ads off-site to users who have viewed or clicked your ad while visiting DTNPF.com.

- **Banner**
  - CPM: $20 net
- **Native**
  - CPM: $35 net

**Social Opportunities:**
Paid Facebook ad opportunities

- **Facebook**
  - 37,216 followers
  - CPM: $25 net

- **Facebook Banner Ads**
  - Sidebar ad: 600x315
  - Mobile ad: 1200x627

**Creative Guidelines**

**Display Banners**
- Medium rectangle: 300×250
- Leaderboard: 728×90
- Wide skyscraper: 160×600
- Large rectangle: 300x600
- Mobile leaderboard: 320×50

**Native Ads**
- Background Image
- Headline - 90 characters
- Summary - 140 characters
- Click-through URL
- Brand name to be displayed

**Native Ads**
- Background Image
- Headline - 90 characters
- Summary - 140 characters
- Click-through URL
- Brand name to be displayed
### E-newsletters

**BEST OF DTN/Progressive Farmer**
- Delivered each Saturday
- Sent to approximately 22,842 subscribers
- Highlights the best stories, photos, and blogs from the past week
- Looks ahead to the coming week and notes significant events and reports
- Ad Sizes: 728 x 90 or 300 x 250

**Metrics**
- Open rate: 41.46%
- Click rate: 0.25%

**DTN MORNING SNAPSHOT**
- Delivered five times per week
- Sent to approximately 34,206 subscribers
- The essential five-minute morning read
- Delivers breaking agriculture news, market information, and localized weather to producers’ inboxes every morning.
- Ad Sizes: 728 x 90 or 300 x 250

**Metrics**
- Open rate: 31.53%
- Click rate: 0.99%

Above the fold
- 1x: $1,250
- 2x: $2,000
- 4x: $2,500

Below the fold
- 1x: $750
- 2x: $1,200
- 4x: $1,500

One ad placement per week for 4 weeks: $4,200
Two ad placements per week for 4 weeks: $6,000

**E-blast**

- 150,000 unique e-mail database, with a variety of demographics
- Promote a special deal, coupon, rebate, financial incentive, etc.
- Promotion will link to your webpage
- Ad size: 600xTBD by you or your HTML design
- File formats: GIF or JPEG (must be under 200 KB to be served)

**Average Open rate:** 5.23%
**Average Click rate:** 0.18%

**Pricing:**

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<td>50,001 - 100,000</td>
<td>$40 CPM</td>
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<tr>
<td>100,001 +</td>
<td>$30 CPM</td>
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</table>
iPad Application

The DTN/Progressive Farmer iPad application delivers our highly recognized markets, news, and weather information.

Leaderboard: 728x90
  - Ads will reside at the top of the app like a leaderboard
  - Ads will be embedded into the app

Monthly page views: 1,200
Click rate: 0.37%
Time spent: 04:45
CPM: $25

DTN Professional Services

Total Subscribers: 48,500
- DTN online subs: 17,000
- DTN satellite subs: 31,500
- DTN producer subs: 31,900
- DTN agribiz subs: 16,600
- Total corn growers: 35,097
- Total soybean growers: 33,309
- Total cotton: 4,329

Demo-targeted and geo-targeting options available upon request.

DTN Professional Satellite

- Delivered via satellite to 31,500 subscribers
- Not limited to broadband connections, allowing us to reach virtually any producer.
- Ad Sizes:
  - Banner: 640x48
  - Sub menu: 296x396
  - Landing page: 640x460
  - Forced front page: 640x460
  - Screen saver: 640x460

National Ad Messaging Net Rates

- Banner (one month) $3,600
- Sub-menu (one month) $2,400
- Screen saver (1 week) $2,600
- Force front page (1 week) $3,650
- DTN Professional Online (50,000) Imps: NC w/ SAT

National Ad Messaging Net Rates, bundled with Progressive Farmer

- Banner (one month) $3,100
- Sub-menu (one month) $1,900
- Screen saver (1 week) $2,100
- Force front page (1 week) $3,150

Demo-targeted and geo-targeting options available upon request.

*DTN satellite system is a closed system that does not link to external websites
Fully-integrated Event Opportunities

DTN Ag Summit

Fairmont Chicago Millennium Park Hotel - Annually in December

• Provides new perspectives for producers with expert insight and on-message presentations from agriculture’s thought leaders
• A high-value producer connection point, supported by our team of industry-leading editors and advisors
• Commitment to the on-going education of the nation’s best producers, including next-generation farmers
• Offering first-class amenities, including hotel facilities, meals, evening receptions, and networking events at popular Chicago destinations
• Additional partner opportunities: focus groups, private VIP events, receptions, room drops, hotel key card messaging, transportation, and live video sponsorships that support interaction with sponsors

Pre event workshops relevent for every generation of farmers.

DTN Ag Summit Themes:

2007  Grow and Prosper: Producer Strategies for High-Risk, High-Reward Agriculture
2008  Brave New Worlds: Your Map for Managing Ag Risk
2009  Navigating Change: How to Profit in Turbulent Times
2010  Recalibrate for the New Normal
2011  Ag’s 2012 Challenge: Rebalancing Risk and Reward
2012  Agriculture 2.0: Business Intelligence for Tomorrow’s Farms
2013  Ag’s New Playbook: Tactics to Tame Volatility

2014  Strategies for Ag’s Super Cycles
2015  Master Your Margins: Strategies for Ag’s High Risk Cycles
2016  Farm Strong: Build Endurance for Commodity Cycles
2017  Conquer Ag’s Cycles: Strategies to Drive Your Farm’s Performance
2018  The Power of Actionable Insights
2019  Winning Strategies to Overcome Obstacles

Sponsorships will be tailored to help you engage with the nation’s best farmers.
Online seminars
Sponsor an educational “webinar” on hot topics like ag business concerns, market trends, weather outlooks, and new technology. Partnering with our analysts and editors can position you as a valuable partner and trusted expert.

Tradeshows
Strategically align your brand with our experts on highly-relevant topics, such as sustainability, risk management, market trends, and weather outlooks. Sponsorships are available at agriculture tradeshows nationwide.

Digital Crop Tour
Partner with DTN and Gro Intelligence to put the most timely and beneficial yield data in the hands of US farmers, to empower them to make the best business decisions.

We’ll come to you
Bring our experts and editors in-house to share their knowledge at your next customer event, company meeting, or training seminar. Ask your sales representative for details.

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