Use the Best Digital Tactic to Achieve Campaign Success with Farmers

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

Audience Segmentation
Audience Extension
E-blasts

Engage, Educate, Entertain

Brand Awareness

Customer Targeting

Native Video E-blasts
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

**DTN Digital Network**

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 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.

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.

High-impact special ad units

Standard banner ad sizes and CTRs:
- 300x250 - 0.15%
- 728x90 - 0.08%
- 160x600 - 0.05%
- 970x90 - 0.14%
- 300x600 - 0.26%
- 320x50* - 0.04%

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
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.

Average CTR: .30%
CPM: $60
Geo-targeted CPM: $75

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

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

Site Retargeting:
Follow the loyal visitors of dtnpf.com throughout their online experience.
Visitors of dtnpf.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

**Banner**
- CPM: $25 net

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

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

**DTN MORNING SNAPSHOT**
- Delivered five times per week
- Sent to approximately 34,208 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

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:**
- 0 - 10,000
- 10,001 - 25,000
- 25,001 - 50,000
- 50,001 - 100,000
- 100,001 +

- $800 (minimum)
- $80 CPM
- $60 CPM
- $40 CPM
- $30 CPM
Unique Digital Platforms

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