

Use the Best Digital Tactic to Achieve Campaign Success with Farmers



Sponsored Content

Meet the Class of 2019

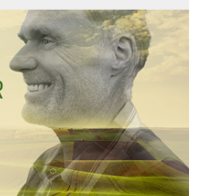


DTN/The Progressive Farmer announced its newest America's Best Young Farmers and Ranchers honorees.

From:
DTN/Progressive Farmer

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SAVINGS AT YOUR FINGERTIPS.



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

Plus, save even more by putting the **Multi-Use Account** from John Deere Financial to work with flexible financing terms tied to your production cycle.

Benefits to you:

- Exclusive money-saving finance offers for seed and crop protection products
- Could save thousands of dollars in interest expense and lower your cost per acre
- Improved cash flow with buy now, pay after harvest 2019 terms

[GET EXCLUSIVE OFFERS AT INPUTFINANCE.COM](#)

[FIND OFFERS](#)

SEE HOW MUCH YOU COULD SAVE.

The Multi-Use Account from John Deere Financial is a powerful financing tool. How powerful? The exclusive offers at InputFinance.com could save you

Account Amount	\$100,000
Account Date	12/31/2018
Account Number	123456789
Account Type	Multi-Use
Account Status	Active
Account Balance	\$0.00
Account History	View

DTN Progressive Farmer website interface showing various news articles and video content. The layout includes a top navigation bar with links to Home, Markets, News, Weather, Livestock, Crops, Equipment, Columns, and Videos. Below this, there's a 'Daily Videos' section with a video player and a list of video thumbnails. A 'Sponsored Video' section is highlighted with a red box, featuring a video about 'Thunder Creek Up Its Fuel Hauling Line'.

DTN Progressive Farmer website interface showing a 'LEADERBOARD' section with a 728x90 pixel ad unit. Below the leaderboard, there's a 'Top Ag News Stories' section with a video player and a list of news articles. The layout includes a top navigation bar with links to Home, Markets, News Topics, Weather, Perspectives, and Resources. A 'BIG BOX' section is also visible, featuring a 300x250 pixel ad unit.

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

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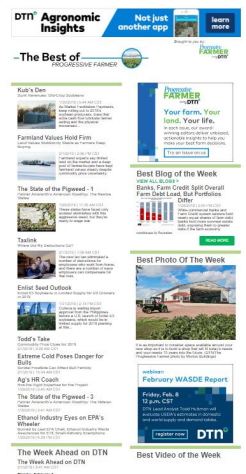
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Off Site:

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



***Geo targeting options available**



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

Digital: Run of Network

DTNPF.com

147,500

Unique Visitors

595,000

Page Views

DTNPF.com

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 Paid

\$1,300

average annual subscription

74,000

Unique Visitors

98%

retention rate

2,500,000

Page Views

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.

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

DTNPF.com website showing a leaderboard ad unit. The ad unit is titled "LEADERBOARD" and has a size of 728x90 pixels, 40 KB max. It features a "Top Ag News Stories" section with a headline "President Presses Congress to Pass New Reciprocal Trade Legislation" and a "BIG BOX" ad unit with a size of 300x250 pixels, 40 KB max.

DTN Professional website showing a leaderboard ad unit. The ad unit is titled "LEADERBOARD" and has a size of 728x90 pixels, 40 KB max. It features a "Top Stories" section with a headline "President Presses Congress to Pass New Reciprocal Trade Legislation" and a "BIG BOX" ad unit with a size of 300x250 pixels, 40 KB max.

DTN Professional website showing a leaderboard ad unit. The ad unit is titled "LEADERBOARD" and has a size of 728x90 pixels, 40 KB max. It features a "Crops" section with a headline "Retaining Seed Treatments" and a "BIG BOX" ad unit with a size of 300x250 pixels, 40 KB max.

Standard banner ad sizes and CTRs:

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



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

On-site Digital Tactics

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

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.

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

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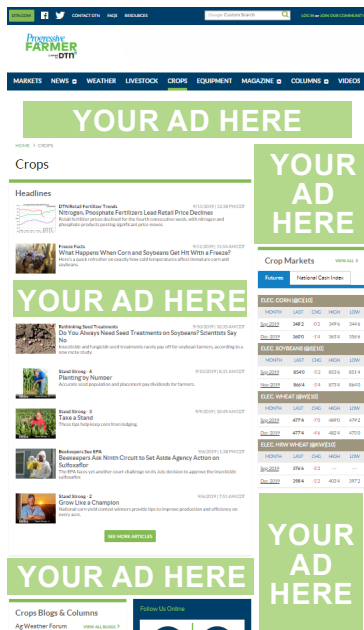
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Average CTR: .30%

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.

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



Video Channel

All DTN/PF videos aggregated into a robust video channel

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

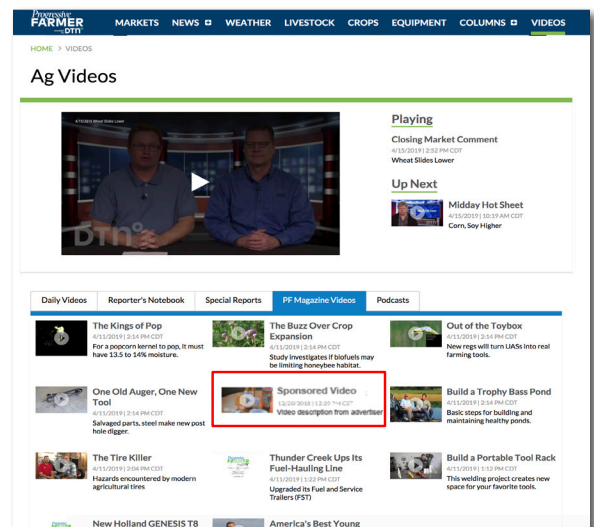
Pre/post-roll videos on DTN Daily Videos

Net investment: \$2,000

Sponsored Videos

Advertiser provided videos delivered in stream on the Video Channel

Net investment: \$2,000



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: 300x250
- Leaderboard: 728x90
- Wide skyscraper: 160x600
- Large rectangle: 300x600
- Mobile leaderboard: 320x50

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

- CPM: \$25 net

Facebook Banner Ads

- Sidebar ad: 600x315
- Mobile ad: 1200x627



Off-site Digital Tactics

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 0.09%

DTN MORNING SNAPSHOT

- Delivered weekly
- Sent to approximately 15,000 beef producers
- Includes time-sensitive news for cattlemen
- Market commentary and weather analysis
- Information on cattle production and management
- Coverage of ag policy issues affecting cattle producers
- Ad Sizes: 728 x 90 or 300 x 250

Metrics

Open rate 30.07%
Click rate 0.10%

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

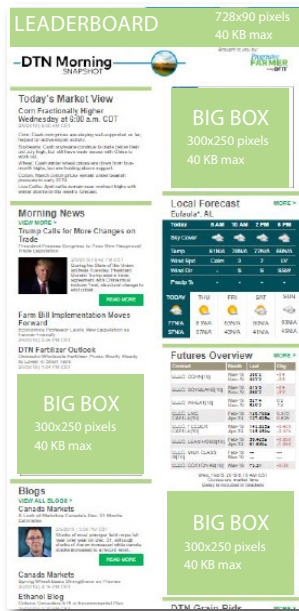
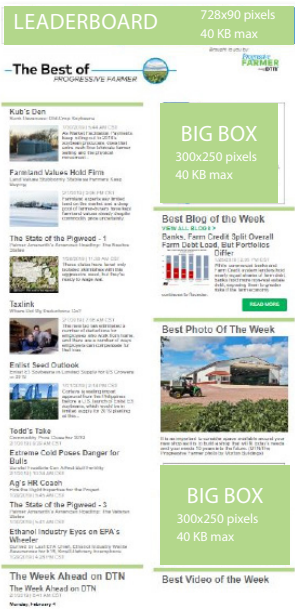
Two ad placements per week for 4 weeks: \$6,000

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	\$800 (minimum)
10,001 - 25,000	\$80 CPM
25,001 - 50,000	\$60 CPM
50,001 - 100,000	\$40 CPM
100,001 +	\$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

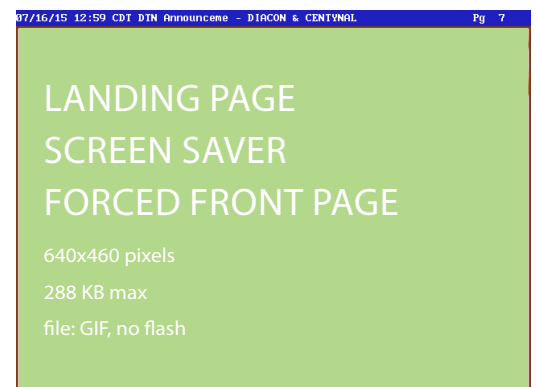
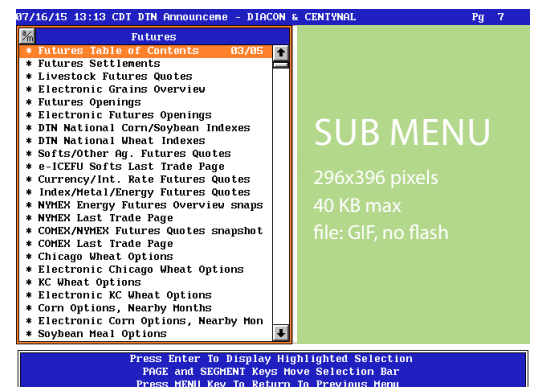
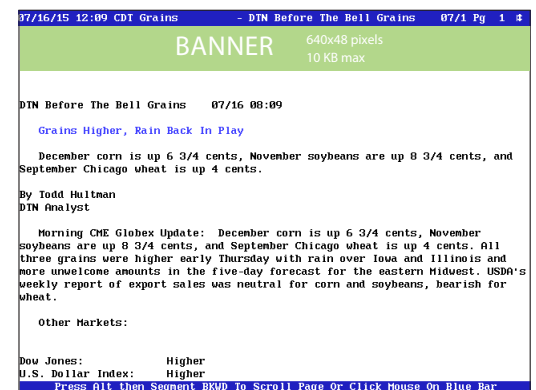
National Ad Messaging Net Rates

- 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