Progressive FARMER 2021 MEDIA KIT

Progressive FARMER

Add Quality to Your Media Plans

Over 265 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)

Engaging farmers on multiple platforms to drive success

Recognition for writing, design, photography and reporting serving our audience through both print and digital.



Your land. Your farm. Your life.



National Coverage of Key Demographics:

Corn Growers:	280,000
Soybean Growers:	252,000
250+ Acre Growers:	260,000
Wheat Growers:	235,000
Cotton Growers:	43,700
Peanut Producers:	17,000
Cattle Producers:	260,000

National Circulation: 380,000



North Central:	220,607
South:	132,631
Mountain/Pacific:	19,520
New England:	7,210



2020 Color Print Rates

	Circulation	Full page	2/3 page	1/2 page	1/3 page	
National	380,000	\$31,200	\$21,820	\$17,640	\$12,500	
CattleLink	260,000	\$18,200	\$12,740	\$10,920	\$7,280	
Demo Select*	260,000	\$18,200	\$12,740	\$10,920	\$7,280	

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.

*250+ Acre Growers

All rates are gross. Demographic and Geographic buys are available as a customized quote. Contact your representative.

Progressive FARMER

January

A New Look At Tillage

IO Close: 11-19-20 Material Close: 12-04-20 Delivery: 01-07-21

April

Rural America Unplugged/Lost Signal

IO Close: 02-22-21 Material Close: 03-05-21 Delivery: 04-07-21

February

America's Best ShopsIO Close:12-23-20Material Close:01-06-21Delivery:02-07-21

May

There's Life Beyond/After FarmingIO Close:03-25-21Material Close:04-07-21Delivery:05-07-21

Summer

IO Close:

Delivery:

Mid-Februarv

25th Anniversary of

Material Close: 01-20-21

01-07-21

02-20-21

GMO Row Crops

Out Of Gas/Ru Empty	unning On
IO Close: Material Close:	05-06-21 05-19-21
Delivery:	06-19-21

March

Editorial Calendar

NAWG Wheat Yield Contest

 IO Close:
 01-21-21

 Material Close:
 02-03-21

 Delivery:
 03-07-21

August

TEPAP Scholarship Winner Profile

IO Close: 06-24-21 Material Close: 07-02-21 Delivery: 08-07-21

September		October		November		
TBD		TBD		TBD		
IO Close:	07-26-21	IO Close:	08-24-21	IO Close:	09-27-21	
Material Clos	e: 08-06-21	Material Clo	se: 09-03-21	Material Clo	se: 10-08-21	
Delivery:	09-07-21	Delivery:	10-07-21	Delivery:	11-07-21	

December

TBD IO Close: 10-25-21 Material Close: 11-05-21 Delivery: 12-07-21





Talk to Your Best Customers Across Multiple Digital Platforms



2,000 pieces of content produced everyday

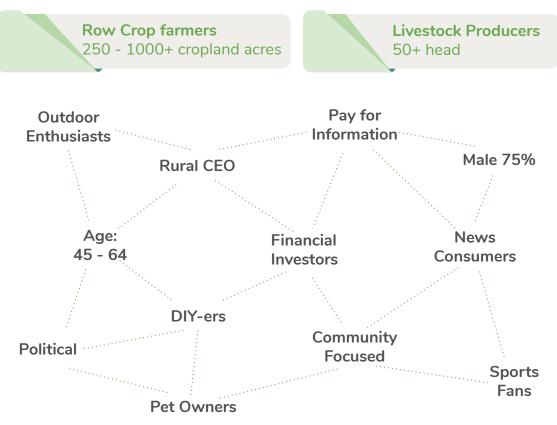
78% average viewability

50 writers and contributors including:

- 29 DTN Staff Ag Editors, Analyst, and Meteorologist
- 12 Grain Bidders
- 7 Staff Progressive Farmer Editors



DTN & PF National Audience





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-newsletter E-blast

Customer Targeting

Audience Segmentation E-blast

Engage, Educate, Entertain

Native Video E-blast



Digital: Run of Network

DTNPF.com

237,010 Unique Visitors704,093 Page Views

DTN Paid

\$1,300 Average Annual Subscription
98% Retention Rate
38,120 Unique Visitors
2,170,172 Page Views

Run of Network

 275,130
 Unique Visitors

 2,874,265
 Page Views

CPM: \$35 net

	d Banner nent Sizes:
300x250	970x90
728×90	300×600
160×600	320x50

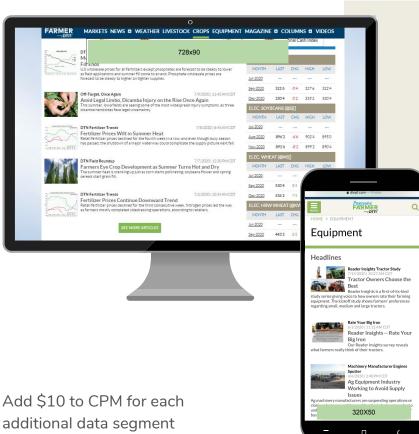


Add \$10 to CPM for each additional data segment Examples: Geo, Demo, Behavioral

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My DTN Dashboard			
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Digital: Run of Network





Examples: Geo, Demo, Behavioral

High-impact special ad units

Expandables

- 728x90 expands to 728x315
- 300x250 expands to
 600x250
- 300x600 expands to 600x600
 CPM: \$60 net

In-banner video CPM: \$60 net

Pushdown

CPM: \$60 net

- 970x90 expands to 970x415

Light-Box

 300x250 expands to full screen
 Features video player
 CPM: \$60 net

Mobile adhesion banner

The ad unit appears and remains at the base of the page while users are browsing CPM: \$65 net

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.

CPM: \$65 net

Add \$10 to CPM for each additional data segment Examples: Geo, Demo, Behavioral

Channel Blocks and Sponsorships

Topic Channels: Markets News Weather Livestock Crops Equipment Video/Podcasts

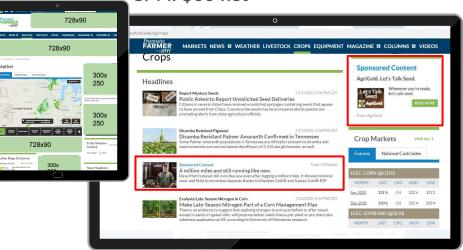
CPM: \$120 net

On-site Demo Targeting

Use our Progressive Farmer database to demo target the perfect audience for your brand on endemic campaigns.

Run of Network Banners

CPM: \$60 net



On-site Digital Tactics

field **posts**

A weekly podcast series that dives deeper into the most important trends in technology, policy, management, and business to explore the agriculture's cutting edge topics.

Bronze "Field Post" Sponsorship

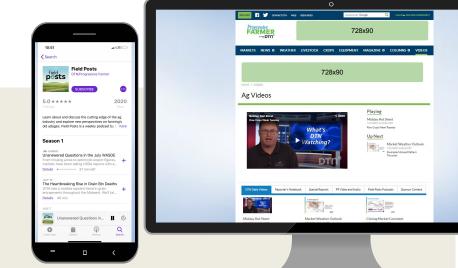
1 week Investment: \$2,500 net per mo.

Silver "Field Post" Sponsorship

2 weeks Investment: \$4,000 net per mo.

Gold "Field Post" Sponsorship

4 weeks Investment: \$7,500 net per mo.



Video & Podcast Channel

All DTN/PF videos aggregated into a robust video channel

Pre/post-roll videos on DTN Daily Videos Investment: \$2,000 net

Sponsored Videos

Advertiser provided videos delivered in stream on the Video Channel Investment: \$2,000 net

DTN/PF First Party Data

Audience Extension

Use Progressive Farmer database to focus a retargeted audience

Banners CPM: \$25 net Responsive and Discovery Ads CPM: \$40 net

Native CPM: \$40 net

Paid Social CPM: \$35 net

High Impact Video CPM: \$40 net Site and Ad Retargeting Banner: \$25 net Native: \$40 net

Add \$10 to CPM for each additional data segment Examples: Geo, Demo, Behavioral





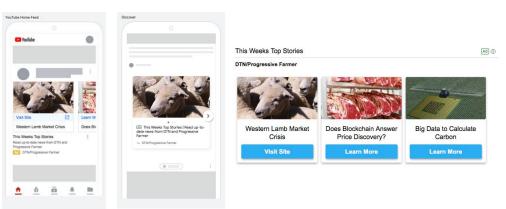
Responsive Ads



Google offers responsive ads, very similar to native. These ads show up across the web and within YouTube and Gmail.

CPM: \$40 net

- Headlines optimize up to 5 versions of 30 characters
- All ads will have a sponsor name and/or logo



Add \$10 to CPM for each additional data segment Examples: Geo, Demo, Behavioral

Discovery Ads



Discovery campaigns combine visually engaging ad formats and audience targeting features to better personalize the ad experience and inspire customer action. The visual ad format allows advertisers to showcase a single image or multiple image of a product or service. These are visually rich, mobile-first ads. They only show up on desktops in Gmail, all other placements are on mobile. All ads will have a sponsor name and/or logo.

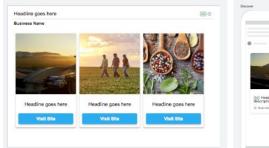
CPM: \$40 net

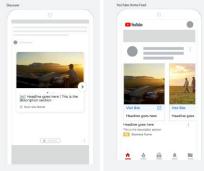
Discovery Carousel ad:

- URL
- Headline (40 characters)
- Description (90 characters)
- Business name (25 characters)
- Images and logos: minimum 1 logo and 2 images

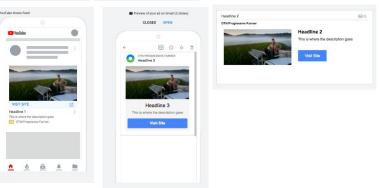
Discovery Ad:

- URL
- Images and logos: minimum 1 marketing image and 1 logo
- Headlines optimize up to 5 versions of 40 characters
- Descriptions optimize up to 5 versions of 90 characters
- Business name





Add \$10 to CPM for each additional data segment Examples: Geo, Demo, Behavioral





–The Best of DTN —

Delivered each Saturday

Sent to 23,944 subscribers

Highlights the best stories, photos, and blogs from the past week

Looks ahead to the coming week and notes significant events and reports Open rate: 41.46%

Above the fold net pricing: 1x: \$1,250 2x: \$2,000 4x: \$2,500

Below the fold net pricing: 1x: \$750 2x: \$1,200 4x: \$1,500





Delivered Monday - Friday

Sent to 32,945 subscribers

The essential five-minute morning read

Delivers breaking agriculture news, market information, and localized weather to producers' inboxes every morning

Open rate: 31.53%

One ad placement per week for 4 weeks: \$4,200 net

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

Ad Sizes: 728 x 90 or 300 x 250



Delivered each Tuesday

Sent to approximately 16,127 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

Open rate: 27.45%

Above the fold net pricing: 1x: \$1,250 2x: \$2,000 4x: \$2,500

Below the fold net pricing: 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)

Net 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



DTN Professional Services

Tota	Subscribers:	18,122
-	DTN online subs:	6,156
-	DTN satellite subs:	11,966
-	Total corn growers:	15,037
-	Total soybean growers:	14,405
-	Total wheat growers:	12,747
-	Total cotton:	2,003
-	Total beef cattle:	8,200
-	Total fed cattle:	7,086

DTN Professional Satellite

- Delivered via satellite to paid 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



\$1,900 \$2,100

National Ad Messaging Net Rates

33	
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)
- Screen saver (1 week)
- Force front page (1 week) \$3,150

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

DTN°/ Progressive FARMER Ag Summit

Fully-integrated Event Opportunities

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 attendees

Pre-event workshops relevant for every generation of farmers.













DTN/Progressive Farmer Ag Summit Farm Profile:

Total Acres:	4,572	Cotton:	923	Wheat:	497
Corn:	2,903	Soybeans:	1,526	Cattle Herd Size:	725

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
- 2018 The Power of Actionable Insights
- 2019 Winning Strategies to Overcome Obstacles
- **2020** Farm Strong: Strategies to Build Resilience

One to One Opportunities

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 resource and trusted expert.

Trade Shows

Strategically align your brand with our experts on highlyrelevant topics, such as sustainability, risk management, market trends, and weather outlooks. Sponsorships are available at agriculture trade shows 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, empowering them to make the best business decisions.



Progressive

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.





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