



DTN & PF National Audience

Row Crop farmers 250 - 1000+ cropland acres **Livestock Producers** 50+ head





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 F-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 Visitors2,874,265 Page Views

CPM: \$35 net

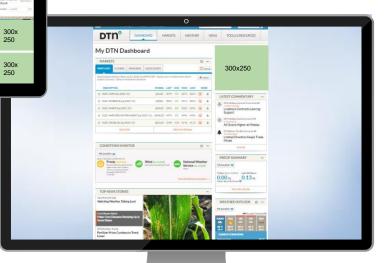


728x90

300x250 970x90 728x90 300x600

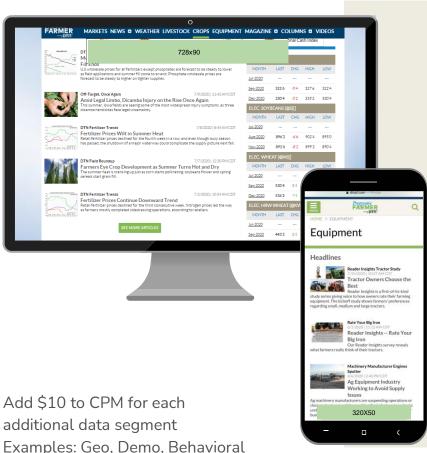
160x600 320x50

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



Digital: Run of Network





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

- 970x90 expands to 970x415

CPM: \$60 net

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



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

Native

CPM: \$40 net

High Impact Video CPM: \$40 net

Responsive and Discovery Ads

CPM: \$40 net

Paid Social

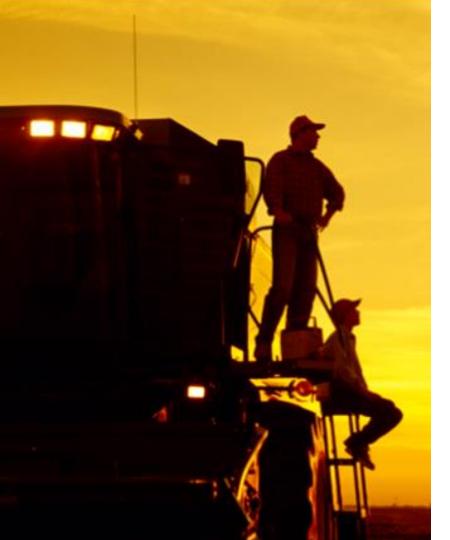
CPM: \$35 net

Site and Ad Retargeting

Banner: \$25 net Native: \$40 net

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





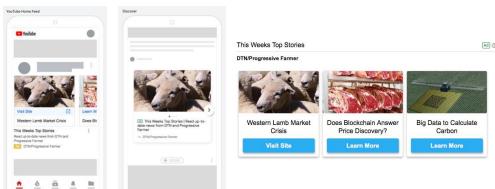
Responsive Ads



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



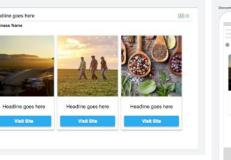
Discovery campaigns combine visually engaging ad formats and audience targeting features to better personalize the ad experience and inspire customer action. The visual ad format allows advertisers to showcase a single image or multiple image of a product or service. These are visually rich, mobile-first 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.

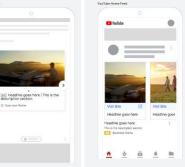
CPM: \$40 net Discovery Carousel ad:

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

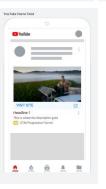
Discovery Ad:

- 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







E-newsletters

-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



-DTN Morning



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



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

Ad Sizes: 728 x 90 or 300 x 250

E-blast

150,000 unique e-mail database, with a variety of demographics

Promote a special deal, coupon, rebate, financial incentive, etc.

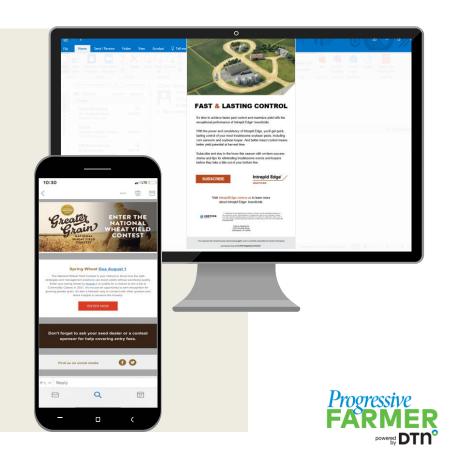
Promotion will link to your webpage

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	\$800 (minimum)
10,001 - 25,000	\$80 CPM
25,001 - 50,000	\$60 CPM
50,001 - 100,000	\$40 CPM
100,001+	\$30 CPM



DTN Professional Services

ota	l 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



National Ad Messaging Net Rates

Hadional Ad Messaging Net Nates				
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

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-	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.