

O&O CPM Pricing Guidelines

Producer Demo	Run of Network Display Banner	Native Display	Social	Roadblock	Full page Takeover	High Impact Carousel	High Impact Film Strip
No Demo	\$32	\$40	\$25	\$40	\$50	\$50	\$50
1+ Acres/Head	\$35	\$45	\$27	\$45	\$55	\$55	\$55
250+	\$38	\$48	\$29	\$48	\$60	\$60	\$60
500+	\$45	\$55	\$31	\$52	\$65	\$65	\$65
1000+	\$60	\$70	\$40	\$55	\$70	\$70	\$70

- County and/or zip code targeting: \$5 add-on to CPM
- Persona Layer Option available: \$5 add-on to CPM
- Net Rates Include All Devices including Mobile.

Programmatic CPM Pricing Guidelines

Producer Demo	Programmatic Display Banner	Programmatic Pre-Roll Video	Programmatic Native Display	Programmatic Native Video	Geo-Fence w/ Overlay	LiveIntent Display Programmatic e-Newsletters	LiveIntent Native Programmatic e-Newsletters	Programmatic Facebook Boosts	Programmatic Streaming Audio	Programmatic Connected TV
1+ Acres/Head	\$28	\$51	\$33	\$51	\$35	\$30	\$35	\$32	\$43	\$85
250+	\$32	\$53	\$37	\$53	\$39	\$34	\$39	\$37	\$48	\$95
500+	\$34	\$58	\$40	\$58	\$41	\$36	\$41	\$40	\$53	\$100
1000+	\$37	\$63	\$43	\$63	\$45	\$39	\$45	\$43	\$58	\$105

Other Data Sources	Display Banner	Pre-Roll Video	Native Display	Native Video	Geo-Fence w/ Overlay	LiveIntent Display	LiveIntent Native	Facebook Boosts	Streaming Audio	Connected TV
Crop Advisers	\$40	\$65	\$46	\$65	\$45	\$43	\$48	\$45	\$53	\$95
Ag Retailers	\$40	\$65	\$46	\$65	\$45	\$43	\$48	\$45	\$53	\$95
PCA's	\$28	\$51	\$33	\$51	\$35	\$31	\$35	\$32	\$43	\$85
Equipment Dealers	\$40	\$65	\$46	\$65	\$35	\$43	\$48	\$45	\$43	\$85

- Weather Event based targeting available for Display, Video, Native, and CTV: \$5+ add-on to Demo CPM
- Data appends available, example automotive brands: \$15 add-on to Demo CPM
- Persona Layer Option available: \$5 add-on to Demo CPM
- Net Rates Include All Devices including Mobile and Standard Retargeting. 50K minimum impressions per month requested

Bundle Rates

Producer Demo	RON + Programmatic	RON + Programmatic + Social	Native + Native Programmatic
No Demo	\$30	\$28	\$35
1+ Acres/Head	\$33	\$30	\$40
250+	\$35	\$33	\$43
500+	\$38	\$36	\$45
1000+	\$45	\$40	\$50

Call for custom program rates

Progressive Farmer Print Rates

Producer Demo	Circ	PG4C	½ PG4C	1/3 PG4C	Cover 2	Cover 3	Cover 4
National Full Circ	360,000	\$18,000	\$10,800	\$7,200	\$18,000	\$18,000	\$22,500
250+ Full Circ	223,000	\$14,880	\$9,528	\$6,852	N/A	N/A	N/A
500+ Full Circ	161,515	\$12,806	\$8,284	\$6,022	N/A	N/A	N/A

Call for custom program rates

Marketplace Lead-Gen Bundles

12x Marketplace
Insertions

300,000 digital impressions
added value

6x Marketplace
Insertions

200,000 digital impressions
added value

3x Marketplace
Insertions

100,000 digital impressions
added value

Impressions can be served across RON, Social and Programmatic
Additional digital impressions can be purchased at a \$30 CPM
Creative services available upon request