



Progressive
FARMER
powered by **DTN**

Digital Rate Card

O&O CPM pricing guidelines

Producer demo	Run of network display banner	Native display	Roadblock	Full-page takeover	High-impact carousel	High-impact film strip
No demo	\$32	\$40	\$40	\$50	\$50	\$50

e-Blast CPM pricing guidelines

Record count	0-9,999	10,000 – 24,999	25,000 – 49,999	50,000 – 74,999	75,000 – 99,999	100,000+
Rate/CPM	\$800 min	\$120	\$100	\$80	\$60	\$40

- 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	Programmatic social	Programmatic streaming audio	Programmatic connected TV
1+ acres/head	\$28	\$51	\$33	\$51	\$35	\$32	\$43	\$85
250+	\$32	\$53	\$37	\$53	\$39	\$37	\$48	\$95
500+	\$34	\$58	\$40	\$58	\$41	\$40	\$53	\$100
1000+	\$37	\$63	\$43	\$63	\$45	\$43	\$58	\$105

Other data sources	Display banner	Pre-roll video	Native display	Native video	Geo-fence w/ overlay	Programmatic social	Streaming audio	Connected TV
Crop advisers	\$40	\$65	\$46	\$65	\$45	\$45	\$53	\$95
Ag retailers	\$40	\$65	\$46	\$65	\$45	\$45	\$53	\$95
PCAs	\$28	\$51	\$33	\$51	\$35	\$32	\$43	\$85
Equipment dealers	\$40	\$65	\$46	\$65	\$35	\$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.