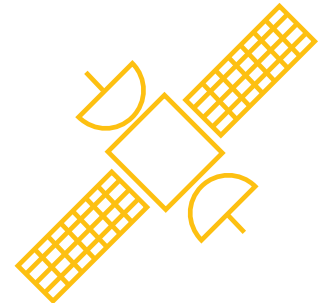
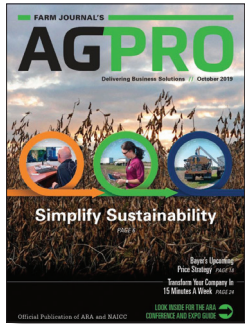
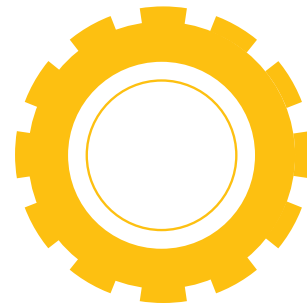
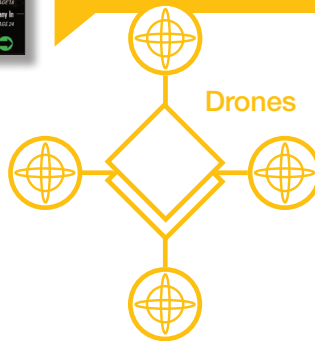


# SCCOPTHE

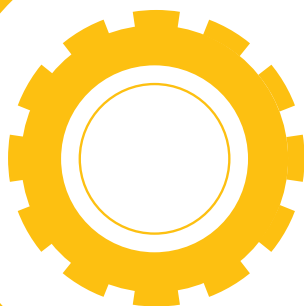
Solutions For The Farmer's Adviser



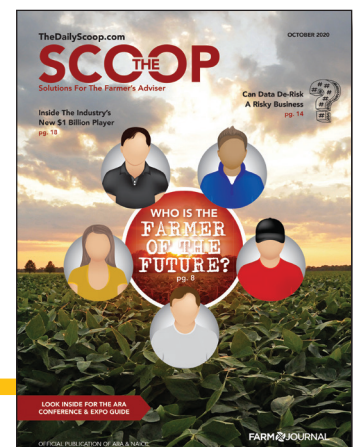
We're boldly turning up how news is delivered



to ag retailers and consultants by becoming



a reflection of the changing industry.



Here's The Scoop.

# 2021 MEDIA KIT

“While the mechanics of ag retail may seem the same as in the past, the dynamics of the industry have changed. With more technology and consolidation than ever, professionals are doubling down to secure their position as a trusted adviser to the farmer. ”

Cut through the clutter. Deliver results. That's the role of the ag retailer as a trusted adviser to farmers — and that's our mission at The Scoop for our marketing partners.

Ag retailers play a critical role in the industry, and with our multimedia coverage, we aim to help them keep up-to-date with the product announcements, regulatory updates and need-to-know industry news. When we give our audience The Scoop, we are sharing the solutions they are seeking for their business.

The Scoop has the connections and touchpoints to be the most reliable new source serving ag retail. We are the only media outlet providing a daily eNewsletter to ag retailers. We have the leading news podcast focused on ag retail. And The Scoop has an impressive social media footprint.

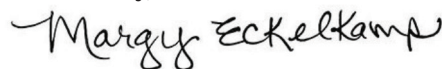
Every issue of the magazine includes content on the topics that matter to ag retailers: agronomy products, technology, facilities, machinery and business management.

From seed treatments to fertilizer tenders, liquid fertilizer blends to weed control technologies, and data-driven agronomy to logistics enabling on-time application, we cover it all.

Agronomic decisions aren't getting less complex. While technology and new products aim to bring needed advancements, there's even more pressure to measure return on investment for every input dollar. Farmers turn to their trusted advisers for the consultation and confirmation they seek with every decision.

For those who move fertilizer with wheel loaders, fill the seed treater for just-in-time application, wirelessly transfer prescription files and make agronomic recommendations, we are their resource for timely information to enable them to elevate their professionalism with The Scoop.

Sincerely,



Margy Eckelkamp  
The Scoop Editor

## Our Editorial Mission

The Scoop readers are critical influencers of U.S. producers. The Scoop communication products provide agronomic and business management solutions to retailers/distributors, professional farm managers and crop consultants, resulting in increased production and profitability in the food, fiber and energy marketplace.

**TheDailyScoop.com**

### ACCOUNT MANAGEMENT TEAM

**Don Davis**, ddavis@farmjournal.com, (630) 272-4343

**Doug Edge**, dedge@farmjournal.com, (765) 617-0224

**Rhett Hawkins**, rhawkins@farmjournal.com, (618) 250-8525

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**Chris Larsen**, clarsen@farmjournal.com, (913) 901-6821

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**Tyler Smith**, tsmith@farmjournal.com, (405) 612-8678

**Kaitlin Westphal**, kwestphal@farmjournal.com, (641) 990-6580



**Margy Eckelkamp** Editor

*Margy Eckelkamp is a multimedia journalist providing the agricultural industry with leading service journalism. As editor of The Scoop, Margy provides editorial guidance and organization for the publication. She also continues to be part of the team that aligns Machinery Pete with farm equipment dealers to build the fastest-growing farm equipment website, and she further reinforces Machinery Pete, as the most trusted name in farm equipment. Before her current position, Margy was the machinery editor and test plot director for Farm Journal. She helped launch the Corn College series of events and also provided agronomic content for Corn College TV.*

**Contact Margy:** meckelkamp@farmjournal.com



**Rhonda Brooks** Contributing Editor

*Rhonda Brooks leverages nearly 30 years of experience working in the agricultural industry. Rhonda joined Farm Journal in 2016. Prior to that, she worked in marketing communications with a number of multi-national agribusiness firms and freelanced for several national and state-specific farm publications. An agricultural journalism graduate of the University of Missouri-Columbia, Rhonda has won more than a dozen communications awards throughout her career. Rhonda is a native of southwest Missouri, where she grew up on a diversified grain and livestock farm.*

**Contact Rhonda:** rbrooks@farmjournal.com



**Sonja Begemann** Seeds & Production Editor

*Sonja Begemann joined Farm Journal in the spring of 2015. As the seeds and production editor, she provides information about anything that makes crops grow, namely seeds, pesticides and other agronomic information. As a third-generation agriculturalist, she is passionate about providing valuable information to farmers to help them boost their bottom line. When she's not getting her boots dirty in fields, she enjoys long-distance running and spending time with family and friends.*

**Contact Sonja:** sbegemann@farmjournal.com



**Chris Bennett** Technology & Issues Editor

*Chris Bennett, an editor with Farm Journal magazine and AgWeb.com, has written on a variety of agriculture topics for more than a decade. He is drawn to stories involving issues of importance to farmers, unique individuals, innovation or anything down an odd trail. He lives in Mississippi and loves squirrel hunting, walking Delta fields for hours on end, getting perpetually lost on the Tombigbee River and most of all, spending time with his family.*

**Contact Chris:** cbennett@farmjournal.com



**Sara Schafer** Contributing Editor

*Sara Schafer, editor of Top Producer magazine, grew up on a family farm where they raised hogs and cattle, along with soybeans, corn, wheat, milo and hay. Since joining Farm Journal in 2008, she has covered a broad range of topics pivotal to the success of U.S. farmers. In addition to being an award-winning journalist, she has played several key roles with the transformative relaunch of AgWeb.com, spearheaded the Farm Journal Legacy Project expansion and greatly increased the flow of succession planning information to farmers. Sara graduated from the University of Missouri-Columbia with a degree in agricultural journalism and a minor in agricultural economics. Sara and her husband reside in Columbia, Mo.*

**Contact Sara:** sschafer@farmjournal.com



**Lindsey Pound** Art Director

*Lindsey Pound, Farm Journal and The Scoop Art Director, grew up on her family's farm in central Missouri where they raise corn, soybeans and wheat. Since joining Farm Journal in 2007, she has designed Farm Journal and other crop and livestock editorial. Lindsey works with Farm Journal's Content Services department as the art director and has designed materials for the Farm Journal Foundation in its early years. In addition to being an award-winning designer, Lindsey is a key photographer for Farm Journal. She graduated from the University of Missouri-Columbia with a degree in general agriculture with an emphasis in agricultural journalism and plant science while obtaining several credits in graphic design and photography. Lindsey and her husband reside on their farm near Laddonia, Mo.*

**Contact Lindsey:** lpound@farmjournal.com



**Chip Flory** Contributing Editor

Chip joined Pro Farmer as a floor reporter for Futures World News in January 1988 after graduating from Iowa State University with a degree in ag journalism. He spent three years reporting from the floors of the Chicago Board of Trade and the Chicago Mercantile Exchange as bureau chief for FWN. Chip moved to Pro Farmer headquarters in 1991 where he started as electronic services editor. With Pro Farmer, he served as senior market analyst, general manager, editor of the company's flagship newsletter for 17 years, editorial director and is now editor emeritus for Pro Farmer. Chip is the host of Farm Journal's issues-driven "AgriTalk" and markets-driven "AgriTalk After the Bell." Chip is also the Farm Journal economist, providing market insights for readers in each issue of Farm Journal.

**Contact Chip:** cflory@farmjournal.com



**Clinton Griffiths** Contributing Editor

Clinton serves as the 12th editor of Farm Journal and the face of AgWeb while continuing to serve as the host of "AgDay Television". He comes to Farm Journal with lifelong connections in agriculture, growing up on his family's ranch in Deming, N.M. He grew up showing cattle and was actively involved in FFA and 4-H. His time in the show ring helped pay his way to Oklahoma State University, where he earned a degree in ag communications.

**Contact Clinton:** cgriffiths@farmjournal.com



**John Herath** Contributing Editor

John Herath has served as news director at Farm Journal since 2017, coordinating with teams across broadcast, digital and print and across ag sectors to drive news for the industry leading AgWeb.com site and the "AgriTalk" radio show. Herath joined Farm Journal in 2012, as part of the company's purchase of "AgriTalk," and still serves as the show's executive producer. He has worked as a reporter and radio talk show host for more than 30 years. Prior to joining "AgriTalk," he was the press secretary for the Illinois Department of Agriculture.

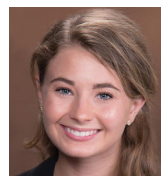
**Contact John:** jherath@farmjournal.com



**Betsy Jibben** Contributing Editor

Betsy Jibben is a national reporter and anchor for Farm Journal. She works on the TV side for "AgDay" and "U.S. Farm Report". Her job is to travel throughout the country and cover different agricultural stories. She has reported on all aspects of agriculture, such as policy, markets and feature stories. Betsy has traveled coast-to-coast to cover agricultural topics. She's been in midwestern corn fields, southern cotton gins, dairies near the East Coast and orchards along the West Coast. She is a South Dakota farm kid who is now an Indiana transplant. Betsy grew up on a row crop farm and cow-calf operation. She was involved in 4-H, Horse 4-H and spent her time outdoors riding horses. Betsy graduated from South Dakota State University with a degree in broadcast journalism.

**Contact Betsy:** bjibben@farmjournal.com



**Taylor Leach** Contributing Editor

Working as a digital content producer and e-media analyst for MILKBusiness.com and DairyHerd.com, Taylor graduated from Oklahoma State University, where she received her bachelor's degrees in animal science and agricultural communications. Taylor also helps oversee her family's registered Holstein and Jersey operation, Lin-Crest Farm, in her hometown of Linwood, Kansas, and currently lives in Hustisford, Wisconsin, where she is the assistant calf manager at Hildebrandt Family Farms and marketing coordinator for Prairie Pure Cheese, LLC.

**Contact Taylor:** tleach@farmjournal.com



**Tyne Morgan** Contributing Editor

Tyne Morgan is doing what she calls her "dream job." She's a Missouri girl who has generations of agriculture rooted in her blood. Born and raised in Lexington, Mo., FFA was a big part of her high school career. After spending numerous hours on the road as "AgDay" and "U.S. Farm Report" national reporter, in 2014, Tyne was named the first female host of "U.S. Farm Report". She's only the fourth host of the show, following Orion Samuelson, Max Armstrong and John Phipps.

**Contact Tyne:** tmorgan@farmjournal.com



# The Scoop Total Circulation 20,009\*

The Scoop delivers business solutions, or what we call "the scoop," to agriculture retailers/distributors, crop consultants and professional farm managers. We arm our audience with information they need to help farmers make strategic decisions because we recognize the role of retailers as trusted advisers. Their influence is more important than ever. And when it comes down to decision time, farmers turn to their trusted advisers for direction. Bottom line: we're a reflection of how the ag world consumes information, so it's no surprise an impressive 89% of The Scoop subscribers serve a vital function in helping growers make business decisions.

The Scoop delivers a print magazine to more than 20,000 subscribers while offering a daily eNewsletter that reaches more than 25,000 critical grower influencers and large equipment/service purchasers.

We are proud to be the official magazine of the Agricultural Retailers Association and National Alliance of Independent Crop Consultants and serve members of the American Society of Farm Managers and Rural Appraisers.

The Scoop is part of Farm Journal's powerful platform for increasing the ability for companies to drive their business goals at both the farm and retail levels in one integrated approach and literally, move the market.

Source: \*AAM June 2020 Publisher's Statement, subject to audit

## Reaching the farmer's trusted adviser

The Scoop serves 7,000 top retail locations in the U.S., reaching multiple levels of the business.



## The Scoop proudly serves:

SCOOPTHE  
Solutions For The Farmer's Adviser

Retailers/dealers and distributors of crop inputs

Independent crop consultants

Professional farm managers

Custom applicators

Fertilizer, pesticide, seed and equipment manufacturers

Extension services

Academic/research

Official Publication of



AGRICULTURAL  
RETAILERS  
ASSOCIATION



American Society  
of Farm Managers  
& Rural Appraisers  
THE MOST TRUSTED RURAL  
PROPERTY PROFESSIONALS

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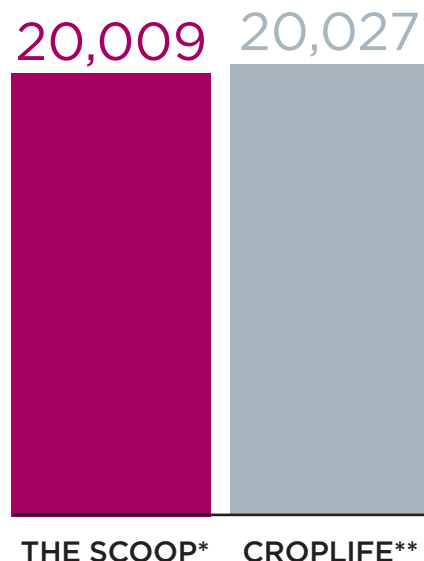
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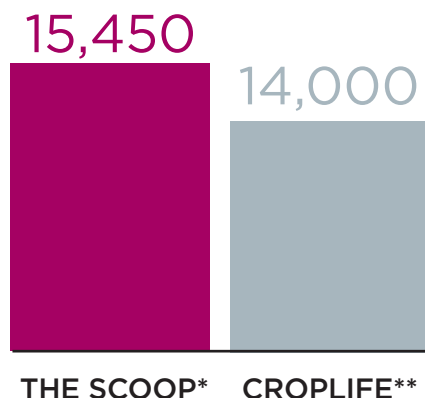
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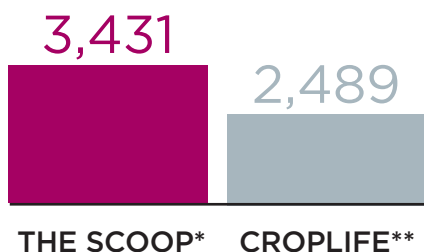
### Total Circulation



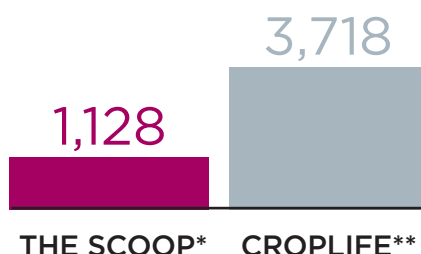
### Retailer Circulation



### Crop Consultants, PCAs, Farm Managers, Extension, Others Allied to the Field



### Manufacturers of Fertilizers, Pesticides, Seed & Equipment



Source:

\*AAM June 2020 Publisher's Statement, subject to audit.

\*\* BPA Worldwide June 2020 Publisher's Statement.

# The Scoop on our digital growth

## Website

The average number of monthly page views

INCREASED BY

**10%**

to 160,200 in 2020.

The average number of unique users per month

INCREASED BY

**10%**

to 90,400 in 2020.



## eNewsletter

Open rates for 30,500 daily eNewsletter subscribers

INCREASED BY

**20%**

IN 2020.

Open rates for 30,500 weekly eNewsletter subscribers

INCREASED BY

**15%**

IN 2020.



## Social Media

Facebook followers

AVERAGE MONTHLY POST IMPRESSIONS

**8,470**

in 2020

Twitter followers

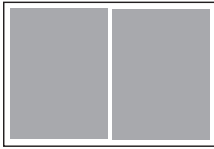
AVERAGE MONTHLY TWEET IMPRESSIONS

**204,545**

in 2020

	CLOSING DATE	MATERIALS DUE	MAIL DATE	EDITORIAL CONTENT*	*Tentative content and publishing schedule subject to change.
JAN	12/20/20	12/24/20	1/18/21	<ul style="list-style-type: none"> <li>Shore Up Your Business and Recast your Future Success</li> <li>What Ag Retailers Should Expect from DC In 2021</li> <li>Product Feature: Seed Treaters</li> </ul>	
FEB	1/20/21	1/24/21	2/18/21	<ul style="list-style-type: none"> <li>New Product of the Year Announced</li> <li>In the Bulls' Eye For 2021: This Year's Top Weed Concerns</li> <li>Product Feature: Adjuvants</li> </ul>	
MAR	2/18/21	2/22/21	3/19/21	<ul style="list-style-type: none"> <li>Ag Retail's Role In Traceability</li> <li>Full Tank: Help Farmers Navigate the Optimum Tank Mixes</li> <li>Product Feature: Foliar Fertilizers</li> </ul>	<b>In every issue:</b> <ul style="list-style-type: none"> <li>2-page spread on outstanding ag retail facility</li> <li>Q&amp;A with industry leaders</li> <li>Steve Cubagge's Analysis on How Technology Drives Change in Agriculture</li> <li>Mark Faust's Business Strategies Insights to Improve Your Business</li> </ul>
APR/ MAY	3/21/21	3/25/21	4/19/21	<ul style="list-style-type: none"> <li>Results From Annual Salary Survey</li> <li>Agronomic Check List For 2021 Growing Season</li> <li>Product Features: Nozzles</li> </ul>	
AUG/ SEP	7/1/21	7/8/21	8/2/21	<ul style="list-style-type: none"> <li>Top Seed Selling Tips</li> <li>Liquid Gold: How One Retailer Revamped Its Product Lineup</li> <li>Product Feature: Dry Micronutrients</li> </ul>	
OCT	9/1/21	9/5/21	9/30/21	<ul style="list-style-type: none"> <li>Agronomic Blindspots to Get Ready For</li> <li>Special Section: ARA Conference Guide</li> <li>Product Feature: Sprayer Innovations</li> <li><b>Readex Ad Study</b></li> </ul>	
NOV	10/3/21	10/6/21	11/2/21	<ul style="list-style-type: none"> <li>Farmers Report</li> <li>Top 10 New Product Finalists Announced</li> <li>Product Feature: Liquid Fertilizer Blends</li> </ul>	
DEC	10/28/21	11/1/21	11/30/21	<ul style="list-style-type: none"> <li>Announcement of 40 Under 40</li> <li>How Technology Springboards Customer Loyalty</li> <li>Product Feature: Bulk Fertilizer Equipment</li> </ul>	





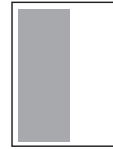
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each page



Full Page  
(non-bleed)  
7" x 9.625"



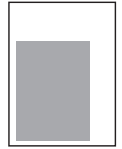
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each page



1/2-Page  
Vertical  
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3.25" x 9.625"



1/2-Page  
Horizontal  
(non-bleed)  
7" x 4.75"



1/2-Page  
Island  
(non-bleed)  
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Spread  
(bleed)  
7.75" x 10.375"  
each page

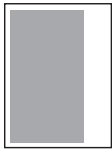
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7.75" x 10.375"

1/2-Page Spread  
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each page

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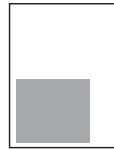
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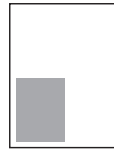
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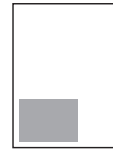
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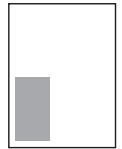
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1/4-Page  
Horizontal  
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1/6-Page  
Horizontal  
4.5" x 2.125"



1/6-Page  
Vertical  
2.125" x 4.875"

2/3-Page  
(bleed)  
4.875" x 10.375"

1/3-Page  
Vertical  
(bleed)  
2.625" x 10.375"

1/3-Page  
Square  
(bleed)  
4.875" x 5.375"

### Trim Size: 7.5" x 10.125"

\*Page is three columns wide, 140 lines deep, 420 lines per page.

\*\*Right reserved to crop up to .1875" from either side of a page to compensate for variations in trimmed page size depending upon page position in the magazine and the shingling effect of saddle stitch binding. Keep essential live matter at least .625" from bleed page width dimension at trim side of an ad. Keep type matter .25" from center fold in all gutter bleeds and .5" from bleed page depth dimension at head and foot of ad. For black & 1 color ads, the second color should be a process color or simulated using process colors. Matched colors are available by special arrangement.

Use caution for facing page spreads. Slight variations in gutter alignment occur. Therefore, it is essential that reader matter, lettering, rules and detail images which may spread across gutter be avoided when possible.

**Printing Process:** Web Offset

**Binding Method:** Saddle-stitched

**Magazine Trim Size:** 7.5" x 10.125"

**Preferred Format:** PDF/X-1a

**Spreads:** Spread format is acceptable with center crop marks indicated.

**Photos and Graphics:** Please be sure that all images within ads are high-resolution (300 dpi).

**Fonts:** Fonts must be embedded in file.

**Media Transfer:** PDF/X-1a files are preferred. To upload, please send your file to Michelle Bauer, mbauer@farmjournal.com.

**Printed inserts should be sent to:**

LSC Communications  
Attn: Jim Dunning  
1600 N. Main St.  
Pontiac, IL 61764  
Phone: (815) 844-1385

*\*All rates are net full run and subject to change.*

### Technical Sheets

Customized content with exclusive sponsorship in a 4-page insert with The Scoop branding. Includes your subject and a 1-page ad. Prices starting at \$14,170.

- 4-page insert, designed to be a removable resource
- 3 pages of editorial content, 1 page for brand messaging
- High-impact, 4-color, 60# gloss text stock
- 2,000 extra copies bulk distributed to one location



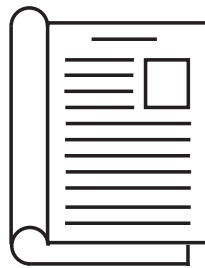
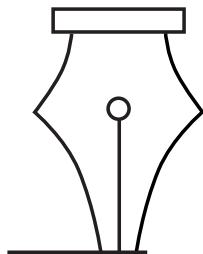
### Focus Reports

Customized editorial with an exclusive sponsorship opportunity in an 8-page gatefold insert. Includes 3 pages of your ads. Topics should be relevant industry issues and actionable. Pricing starts at \$27,480.

- 8-page gatefold insert, designed to be a removable resource
- 5 pages of content, 3 pages for brand messaging
- High-impact, 4-color, 80# gloss text stock
- Up to 2,000 copies bulk distributed to one location



Also offered:



Advertorials  
Content marketing  
Custom publishing

Geo/demo pricing is available upon request.

### OTHER FARM JOURNAL PUBLICATIONS

Top  
Producer

FARM  
JOURNAL

DROVERS  
FROM THE FARM

Dairy Herd  
Management

PORK

BOVINE  
VETERINARIAN

The Packer

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TheDailyScoop.com

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Tyler Smith, tsmith@farmjournal.com, (405) 612-8678  
Kaitlin Westphal, kwestphal@farmjournal.com, (641) 990-6580

## Digital Rate Card

### 2020 Web Advertising\*

AD SPACE	SIZE (PIXEL)	FILE SIZE	FILE TYPE	RATE
Leaderboard	728 x 90	150K	JPG, GIF, HTML5, 3rd-party tags	\$ 65
Medium Rectangle	300 x 250	200K	JPG, GIF, HTML5, 3rd-party tags	\$ 65
Half Page	300 x 600	150K	JPG, GIF, HTML5, 3rd-party tags	\$105
Native Ad	18-word headline; 30 words of body copy	50K	Copy and URL for text	\$ 65

\*Geo-targeting can be added for a 25% premium

Native Ad Example:

**Latest News »**

**WASDE: Larger Supply of Corn Projected, Soybean Stocks Reduced**  
Authored by U.S. Department of Agriculture

**Farmers Question USDA's Yield Estimates**  
Authored by Anna-Lisa Laca

**Does Your Sulfur Meet Plant Needs All Growing Season?**  
Sponsored

Native Ad Guidelines:

- Images and copy should avoid branding.
- Copy should read like editorial headlines.
- Content provided should be educational and should be "of use to the ag retailer and/or crop consultant." Suggested content includes white papers, blogs, educational tools and calculators, research studies or video content.

### Other Options

AD SPACE	DESCRIPTION	FILE TYPE**	RATE	NOTE
Audience Extension	Off-site display, mobile, video and native	varied	\$20-\$35	Targetable by geo/demo
Social	Facebook, Instagram, Snapchat, Twitter and Pinterest	varied	\$500-\$5,100	Priced based on total list size, per media
Road Block	Top Two Viewable Units on TheDailyScoop.com home page	JPG, GIF, HTML5, 3rd-party tags	\$140	Two per week only. No more than five per month.
Takeover	100% SOV on all display ad units on a page	JPG, GIF, HTML5, 3rd-party tags, H.264, MPEG-1, MPEG-2, MPEG-4, VP6, VP5, H.263, WMV	\$250	Two per week only. No more than five per month.
Pre/Mid/Post Roll Video	15-second video ad before, in the middle or at the end of a video	MJPEG, H.264, MPEG-1, MPEG-2, MPEG-4, VP6, VP5, H.263, WMV	\$100	Based on availability
Outstream Video	Video plays as readers engage with article content	MJPEG	\$150	Recommended 0:30 in length, but can be longer.

\*\*Farm Journal only accepts HTML5 in 3rd-party tags. This is to ensure functionality and tracking. We will work with clients without 3rd-party tags, but there is a cost of \$500 per creative associated with set up.

## The Scoop DAILY

The industry's leading eNewsletter, delivering agronomic and business news and information to the full audience of The Scoop—retailers/distributors, crop consultants, farm managers and other industry professionals.

Delivered Mondays | Current List: Approx. 30,000+ | 100% Opt-In Requested  
Performance: Average open rates above 22%

AD SPACE	SIZE (PIXELS)	RATE	NOTES
Module		\$500 min. rate	Rate will change once the geo/demo is determined
Combo 1st Position	300 x 250 ad and native/text ad	\$2,000	
1st Position	300 x 250	\$1,500	
Native/Text Ad		\$750	
2nd Position	300 x 250	\$1,000	
Marquee	970x250 ad unit jpg/gif/png		1 click URL
Module	300x250 ad unit jpg/gif/png		Headline - 50 characters max Body copy - 100 characters max, 1 click URL
Banner ads	300x250, 728x90 in select newsletters (Produce only)		
Inline Native Ad (formerly advertorial)	100x100 logo or image		Headline - 25 characters max Body copy - 75 characters max



## The Scoop Week in Review

Summary of the news of the week.

Delivered Saturdays | Current List Size: Approx 30,000+ | 100% Share of Voice

AD SPACE	SIZE (PIXELS)	RATE	NOTES
Module		\$500 min. rate	Rate will change once the geo/demo is determined
Combo 1st Position	300 x 250 ad and native/text ad	\$2,000	
1st Position	300 x 250	\$1,500	
Native/Text Ad		\$750	
2nd Position	300 x 250	\$1,000	
Marquee	970x250 ad unit jpg/gif/png		1 click URL
Module	300x250 ad unit jpg/gif/png		Headline - 50 characters max Body copy - 100 characters max, 1 click URL
Banner ads	300x250, 728x90 in select newsletters (Produce only)		
Inline Native Ad (formerly advertorial)	100x100 logo or image		Headline - 25 characters max Body copy - 75 characters max



### Standard Webinar Deliverables

Deliverables	Editorial Webinar	Custom Webinar
What is it?	Our editors are expertly positioned to know the current needs and opportunities of the industry.	Our Custom Webinar is designed to get your message out. Let us take care of the detail, so you can focus on the message.
Length	45-60 minutes	Suggested 45-60 minutes
Who controls the content?	We choose the topic, control content and secure speakers	You develop the topic, control the content and choose the speakers. Our editors can be consulted for direction and recommendations on an as needed basis.
Who moderates?	Our editors moderate	You choose the moderator
Presentation and Questions	Pre-recorded	Pre-recorded or live
Hosted Registration Page Pre- and Post-event	Included	Included
Registrant Reporting	Included	Included
Web Advertising Timing: 2-3 weeks Pre-webinar*	300 x 250 300 x 600   8,000 impressions	300 x 250 300 x 600
Invitation eBlast	2 total	2 total   8,000 impressions
eBlast Reminder	2 total	2 total
Inclusion in Dealer Update	4 728 x 90	3 728 x 90
Webinar Available On Demand eBlast	1 total	1 total
Web Advertising Timing: 2-3 months post-webinar	300 x 250 300 x 600   10,000 impressions	300 x 250 300 x 600
Inclusion in Dealer Update	2 728 x 90	1 728 x 90   15,000 impressions
eBlast Reminder	2 total	2 total
Pricing (Net)	\$10,000 single sponsorship or \$3,000 per shared sponsorship (minimum of 3 sponsors)	\$15,000

\*Total pre-event impressions may be adjusted for shorter lead time

\*\*May run post-event depending on lead time

#### Add-on Opportunities:

In addition to the promotions included, you can also add extra advertising.

eBlast Invitation and Reminder = \$931/CPM (3 Total eBlasts)

1. Invite
2. View us on demand
3. Reminder or a second invite

Additional Web Ad Impressions

300 x 250 = \$57/CPM

300 x 600 = \$100 CPM

1/2-Page Horizontal Print Ad = \$1,500

Based on lead time. Can be moved to post-webinar marketing.

### Custom Events

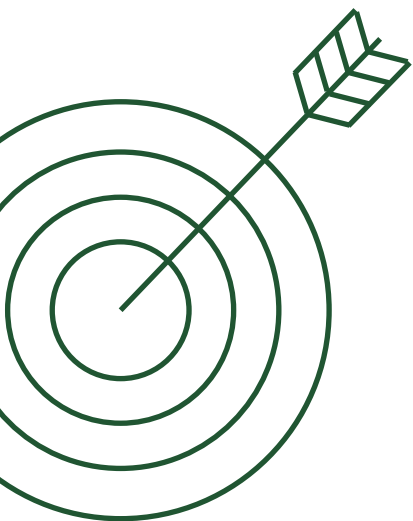
Your event designed with The Scoop. May include your speakers and our speakers. We handle promotion, logistics and details. Pricing starts at \$30,000.

- Event concepting including theme, look and feel
- Event logistics including venue
- Event promotion through the Farm Journal network

### Roundtable

Forum for experts and industry leaders to have a discussion around a specific topic. Includes the actual event, moderator, videotaping and an end product Focus Report delivered in a Farm Journal brand magazine. Pricing starts at \$44,400.

- Event planning and execution
- Raw video footage of roundtable event
- Written transcript of roundtable event



### Quantitative and Qualitative Studies

Online, phone, mobile or print surveys with or without analysis. Pricing starts at \$1,500.

- Research studies are customized to meet your needs
  - Brand survey
  - Benchmark and tracking survey
  - Issue management survey
  - Perception survey
  - Mobile survey
- Methodologies may include:
  - Online survey
  - Print survey
  - Phone survey
  - Focus groups
  - In-depth interviews
  - Secondary research
- Custom reports to communicate results

### Database - Precision Marketing AgProgrammatic

Targeted eBlasts  
 Targeted text blasts  
 Targeted social media  
 Data licensing  
 Marketplace analytics  
 Customer list hygiene  
 Demographic appends  
 List rental  
 Dynamic mapping  
 Customer profiles and segmentation  
 Data-driven digital campaigns



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### About Farm Journal

Farm Journal is the nation's leading business information and media company serving the agricultural market. Started 144 years ago with the preeminent Farm Journal magazine, the company serves the row crop, livestock, produce and retail sectors through branded websites, eNewsletters and phone apps; business magazines; live events including conferences, seminars and tradeshow; nationally broadcasted television and radio programs; a mobile-text-marketing business; and an array of data-driven, paid information products. Farm Journal also is the majority shareholder of the online equipment marketplace, Machinery Pete LLC. In 2010, Farm Journal established the non-profit, public charity, Farm Journal Foundation, dedicated to help sustain agriculture's ability to meet the vital needs of a growing population through education and empowerment.