

# Ag | UPDATE Daily Headlines Newsletter

AgUpdate Daily Headlines Newsletter provides links to the day's most relevant and current agricultural news stories on AgUpdate.com.

Backed by Lee Agri-Media's award winning editors and publications, stories feature both local and national perspectives on the agricultural news of the day. This high-quality content provides producers with information useful to their farming and ranching operations.

Over 34,000 qualified producers have opted-in to receive this email each morning, seven days a week.

The open rate on this newsletter exceeds 15%, delivering over 5000 impressions daily. That's nearly 40,000 each week, and over 150,000 impressions each month.

## SPONSORSHIPS AVAILABLE

Up to four sponsors receive an ad in each newsletter. These are sold on an "as available" basis. See AgUpdate Daily Headlines Newsletter rate sheet for more information.

## DEMOGRAPHIC PROFILE OF RECIPIENTS

- 60% Farm 250+ Acres
- 20% Farm 1000+ Acres
- 40% Raise Over 250 Acres of Corn
- 35% Raise Over 250 Acres of Soybeans
- 15% Raise Wheat
- 40% Raise Cattle

Ad targeting options are available.

The screenshot shows the layout of the newsletter. At the top is the 'Ag | UPDATE' logo. Below it is an advertisement for 'CONGRATS ON A NICE HAUL LAST FALL' featuring a photo of a livestock auction barn. The main content area includes several articles: 'Family owned sale barn sees changes through years' with a photo of a barn; 'Bleeding' stops in latest ag land survey' with a bar chart showing land sale trends; 'USDA-FAS report: Strong potential for soybean exports to China' with a bar chart of export data; 'USDA says no tainted Brazilian meat has entered U.S., 100 percent re-inspection instituted' with a photo of meat; and 'Increased breeding success in beef replacement heifers with omega 3s?' with a photo of a field. At the bottom, there are two advertisements: one for 'AGROTAIN' and 'KNOCH' with the tagline 'THE POWER TO MAKE THINGS BEAM', and another for 'Ag | UPDATE Your Agricultural News Leader' with a 'Click Here' button.



For more information contact your sales rep at:  
 Bill Farmakis – [bill@jlfarmakis.com](mailto:bill@jlfarmakis.com) 203-834-8832  
 Russ Parker – [russ@jlfarmakis.com](mailto:russ@jlfarmakis.com) 641-946-7646  
 Bob Bruner – [bob@jlfarmakis.com](mailto:bob@jlfarmakis.com) 816-746-8814  
 Jennifer Saylor – [jsaylor@jlfarmakis.com](mailto:jsaylor@jlfarmakis.com) 816-912-2804

# Ag | UPDATE Daily Headlines Newsletter

## Sponsorship Advertising Rates

All rates are net. No discounts apply.

AgUpdate Daily Headlines Newsletter is emailed each morning, seven days a week, to over 34,000 opted in producers. It provides links to the top ag news stories of the day on AgUpdate.com.

Up to four sponsors can advertise in each issue. Sponsors who run 12 consecutive months have first right of refusal for the following year.

**Top Sponsorship Position** is a 728 x 90 leaderboard ad above the featured story at the top of the newsletter.

TOP POSITION		APROX. CPM
12 month commitment	\$4000 per month	\$25
6-11 month commitment	\$5000 per month	\$30
Less than 6 month commitment	\$6000 per month	\$40

**Second Sponsorship Position** is a 728 x 90 leaderboard ad located near the top of the story list.

2 <sup>ND</sup> POSITION		APROX. CPM
12 month commitment	\$3000 per month	\$20
6-11 month commitment	\$4000 per month	\$25
Less than 6 month commitment	\$5000 per month	\$30

**Third and Fourth Sponsorship Positions** are each a 300 x 250 "square ad" located side-by-side, immediately below the story links. Among the square ads, we will grant category exclusivity to the first company to order that month.

3 <sup>RD</sup> AND 4 <sup>TH</sup> POSITIONS		APROX. CPM
12 month commitment	\$2000 per month	\$15
6-11 month commitment	\$3000 per month	\$20
Less than 6 month commitment	\$4000 per month	\$25



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March 2017