



Digital Creative Production Guidelines/Recommendations

Standard Unit Specs

Size: 728x90 pixels expanding down to 728x330 pixels

Size: 300x250 pixels expanding left to 600x250

Size: 160x600 pixels expanding right to 300x600

Size: 300x600 pixels does not expand

Size: 300x50 pixels does not expand

Maximum File: 40KB on initial load expanding to 100KB

Format: jpeg, gif or flash

Expansion:

- ❖ Expansion via mouse-over hotspots or other user interaction only. Expands down only.
- ❖ Audio and video must be activated by user-initiated action such as a click or mouse-over.
- ❖ All Video must be 30 seconds or less in length and housed on client server to be called for by script in the code.
- ❖ If video/audio is enabled, ad unit must contain play, pause and audio control buttons.

Tags: All tags must be sent in JavaScript format. Most commonly used third party ad servers include: DoubleClick, EyeBlaster & Pointroll. We reserve the right to refuse any tag that interferes with the functionality of our site.

Click Tag: All flash creative files (.swf) must include a clickTag for tracking purposes. This clickTag must be formatted as listed below. Please do NOT hard code your click thru URL into your flash creative files (.swf).

If the flash file version is 7 or higher:
on (release) {
getUrl(clickTAG, "_blank");
}

Flash notes: When submitting Flash creatives, it must be created in ActionsScript2, not ActionScript3 and please include backup files in .gif or .jpeg format.

WM Mode must be sent to transparent; ex: var TFSMFlash_WMODE = "opaque";

Material Due: 5 working days prior to deployment

Send creative units with click thru URL : agwebtraffic@farmjournal.com

Production Questions Contact : agwebtraffic@farmjournal.com

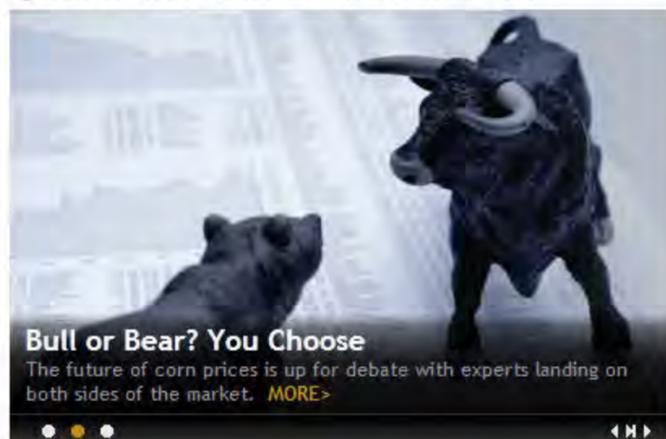
Phone Contact: 847-268-3298

MARKETS

- Farm Journal Market Radio
- AgWeb's 2014 Market Outlooks
- Market News & Analysis
- Audio Market Commentary
- AgWeb Market Weekly
- Markets Center (Quotes)
- Cash Grain Bids
- USDA Reports
- Ready for the Ride: Managing Risk
- AgWeb's Hedge Position Monitor
- Pro Farmer Market Analysis
- Pro Farmer's Marketing Education Series

Ag Market News

Stay up-to-date with the latest commodity market prices, agriculture stock market and futures information.



Bull or Bear? You Choose

The future of corn prices is up for debate with experts landing on both sides of the market. [MORE>](#)

LATEST MARKET NEWS >>

- Kazakhstan Yet to Ink Deal for Cold-Hardy North Dakota Cows**
12/13/2013
A North Dakota company that has sent thousands of the state's winter-hardy cows to Kazakhstan since 2010 has yet to ink a deal this year with the oil-rich country.
- Soybeans Drop on Chinese Cancellation Concern**
12/13/2013
January soybeans 0.9% to \$13.125 a bu. by 7:22 a.m. on the Chicago Board of Trade, extending yesterday's 1.5% slide, the biggest drop in almost four weeks.
- Time to Shop—for Basis, That Is**
12/13/2013
With cash corn and soybeans prices much lower than a year ago, shopping for basis has become even more critical for producers who want to maximize sales.
- DFA Settlement Fund Monies Released by the Court**
12/12/2013
Checks can now be distributed to 6,086 class members who will receive an average of \$14,072 each.
- Wade into the Feed-Price Protection Pool**
12/11/2013
New to risk management? One simple way to get started is to use call options to lock in some protection for feed.
- Cull Cows, Marketing, Seasonal Prices and Profit**
12/11/2013
Knowing when to cull open or problem cows can help bring in some additional profit.

[View More >>](#)

AGWEB RADIO >>

- AgWeb Radio: Midday Commentary 12-6-13
- AgWeb Radio: Closing Commentary 12-5-13
- AgWeb Radio: Midday Commentary 12-5-13
- AgWeb Radio: Opening Commentary 12-5-13
- AgWeb Radio: Closing Commentary 12-4-13
- AgWeb Radio: Midday Commentary 12-4-13
- AgWeb Radio: Opening Commentary 12-4-13

[View More >>](#)

MARKET BLOGS >>

- Current Marketing Thoughts: Selling Cash Bushels?**
- Cash Grain Insights: Beans Get Spooked By China**
- The Allendale Wake-Up Call: Holiday Markets Present Opportunity For Volatility**
- Grain Hedge: Export Sales are Strong, Grains Continue to Slide**
- The Ted Spread: The USDA's Stand on Soybean Exports**
- The Truth about Trade: Saving Doha**

[View More >>](#)

TODAY'S USDA REPORTS

- Crop Production
- Peanut Prices
- Farm Labor

The Biggest Day Coming?

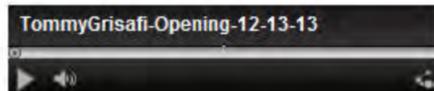
www.youtube.com
A wealthy businessman says a single event will soon change U.S. forever

1 Tip To Lose Belly Fat

miraclegarciniacambogia.com
Cut pounds of stomach fat every week by using this 1 weird old tip.

AGWEB RADIO MARKET TALK

What's moving the markets? Get three-times-daily updates, hosted by Farm Director Al Pell.



MARKETS >>

CROPS	LIVESTOCK	FINANCE	ENERGY	METALS
As of 12/13/13/ 10:46 AM Electronic Trade				
CORN				
Mar-2014	429-6	-4-4		
May-2014	438-2	-4-2		
Jul-2014	444-6	-4-4		
SOYBEANS				
Jan-2014	1317-0	-6-6		
Mar-2014	1303-4	-8-0		
May-2014	1288-2	-6-6		
WHEAT				
Mar-2014	628-0	-5-6		
May-2014	634-6	-5-4		
Jul-2014	637-2	-5-0		
COTTON				

Market Data provided by Barchart.com

Enter Zip Code below to view live local results:

Cash Bids: Brought to you by: Bayer CropScience
LDP Quotes:

IN CASE YOU MISSED IT

- Tractor Withstood Mysterious Burial in Manure**
- Could Corn Prices Really Be Higher Next Year?**
- Top 10 Most-Viewed Ag Machinery Videos of 2013**
- Prepare for \$2.75 Corn**
- 3 Reasons Farmland Values Could Head South**
- Ray of Hope for the Corn Market**

**Tower
160x600**

**Tower
160x600**

**Half Page
300x600**



Experience the Pro Farmer Advantage
Go beyond everyday market news on your email, on your phone & in your mailbox, we keep you connected. **Join Today!**

eNewsletter Specs

300x250 units

Size: 300x250 Pixels

Position on Site: Appears at least once in all Farm Journal eNewsletters.

Maximum File: 40KB on initial load.

Format: jpeg, gif or text

Expansion:
❖ None.

Tags: None, but 1x1 pixel tags may be supplied to monitor activity.

Material Due: 5 working days prior to deployment

Send creative units with click thru URL:

agwebtraffic@farmjournal.com

Production Questions Contact:

agwebtraffic@farmjournal.com

Phone Contact: 847-268-3298

Advertorial text units

Size: Headline: 30 characters (including spaces). Body copy: 150 characters (including spaces). May include logo (50x50 pixel maximum).

Position on Site: Appears at least once in most Farm Journal eNewsletters.

Maximum File: 40KB on initial load.

Format: jpeg, gif or text

Expansion:
❖ None.

Tags: None, but 1x1 pixel tags may be supplied to monitor activity.

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AGWEB Daily
POWERED BY FARM JOURNAL

News Weather Markets Crops Livestock

Module 300x250

SPECIAL SECTION: 2014 PLANNING >>

Think Macro for 2014 Business Strategies
Macro factors reflected in exchange rates have a huge impact on our ability to compete in world markets.

Plan For Year-End Taxes
Year-end tax planning for 2013 will be very different from 2012.

Find the Right Policy
With the adoption and implementation of the Affordable Care Act, which goes into effect in January, many farmers will at least evaluate their current coverage.

DECEMBER 11, 2013

TODAY'S TOP STORIES >>

USDA **Low Corn Prices Could Spark Ethanol Demand Rebound**
Low corn prices on the heels of near-record yields this year could mean increased demand from ethanol producers, export markets and biofuels consumers.

Making the Fate of the Farm Bill
The current farm bill debate has consumed nearly three calendar years spanning two Congresses. What has made this piece of legislation so difficult to complete?

Plus, Cliff Ain't Gonna Happen.
There would be near obliteration of product sales if in fact market prices were

Advertorial

Farm Journal Pulse
What percent of your corn acres have been harvested? [Click here](#) to see results. Sponsored by Novozymes Advertisement

Current Marketing Thoughts
The good news for the bulls was the fact U.S. old-crop ending stocks were reduced. The bad news is USDA raised our imports and pushed the Argentine crop higher.

AgriTalk
Author Ace Collins is back for his annual visit to tell the stories behind your favorite Christmas songs.

AgDay Television
A virus sweeping through the nation's swine herd could hinder growth in 2014. Also, the farm bill debate is heating up and an

1st Position

As of 12/11/13/ 12:01 PM
Electronic Trade

CORN		
Mar-2014	438-6	+2-6
SOYBEANS		
Jan-2014	1340-6	+2-4
WHEAT		
Mar-2014	639-4	+0-6
LIVE CATTLE		
Feb-2014	132.550	-0.100
LEAN HOGS		
Feb-2014	87.600	-1.125

See what elevators are paying around you in AgWeb's [Cash Grain Bids](#).

2nd Position

Click here for F.I.R.S.T. Yield Results direct from the field!

FACEBOOK POSTS OF 2013

We have a great time keeping in touch with you during the year on our Facebook pages. [See the top 10 viral Farm Journal Facebook posts for 2013.](#)

Bacon seed.

Mobile Ad Unit



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CREATIVE GUIDELINES/RECOMMENDATIONS

HAVE A STRONG HEADING

Grab the user's attention with a strong headline/heading. Entice users with a short, captivating heading and draw them into your advertisement. Use a variation of font sizes and colors, different from the rest of the ad, to really place an emphasis on the heading.

CREATIVE COPY

Use intriguing copy that will support the heading. Keep the message short and to the point while providing enough information. Capture their attention then quickly deliver the message.

DISPLAY PERTINENT CONTENT AND IMAGES

In order for your ad to stand out against the rest of the content on a page you may want to use visual content and/or images. When doing so, make sure that the content and images are relevant to that of what the ad is promoting. Content and images have to be on target with that of the advertisement.

HAVE A STRONG CALL TO ACTION

Every banner ad needs to have a strong call to action in order to work. Speak out to the user and tell them to "Learn more now" or whatever the ad is promoting. Also, make sure that your call to action is visually engaging within its size, shape, and color by using bright colors and an instinctively clickable shape.

TEXT SIZE

Make sure your font size is large enough for a viewer to be able to read easily.

ADVERTORIAL TEXT:

Include a small picture or Logo with your Text ad on Agweb.com or Text Advertorial in Newsletter.

NEWSLETTER CREATIVE

Only send STATIC creative for eNewsletter ads. We cannot run Flash files nor animated and multi-panel gifs (more than one panel).