

AgWeb Menu of eNewsletters



January 2012

E-mail newsletters

■ AgWeb Daily

AgWeb Daily is the hub of AgWeb's eNewsletter program, delivered daily and covering a multitude of topics.

- Audience size = 82,945
- Target = All AgWeb subscribers
- Frequency = Weekdays on days when the markets are open.
- Ad types = 300x250, advertorial text unit (logo no larger than 70x70)

In addition to AgWeb Daily, some subscribers will receive special modules on topics ranging from cotton to irrigation. These modules will be detailed in subsequent pages of the AgWeb Menu.

Ad Position	2011 CTR	
Lead	0.36%	
Second	0.21%	
Text	0.06%	

Open Rate	CTOR	Ad click Avg
11.46%	53.78%	68

Enhancements like geo-targeting are offered at an increased rate. Contact your Farm Journal Media sales representative for your customized program.

E-mail newsletters

■ AgWeb Daily: Modules

AgWeb's eNewsletter program:

AgWeb has streamlined the eNewsletter program to send 11 topical and targeted modules within its daily eNewsletter, which provides the right information to the most relevant readers at the most appropriate time.

User Benefits:

- Fewer eNewsletters for our busy farmer readers.
- More targeted topical articles, expanding to topics like agronomics, precision agriculture, irrigation and more.

Advertiser Benefits:

- Placing these modules within the daily eNewsletter, historically AgWeb's most opened and clicked eNewsletter, ad performance should be even better.
- The modules are semi-exclusive, meaning there is only one 300x250 and one advertorial slot available per module.
- Each targeted module will be delivered to a larger audience than the individual eNewsletters.
- More opportunities for adjacency to special content, like agronomics, precision agriculture, irrigation and more.

The screenshot displays the AgWeb Daily eNewsletter interface. At the top, it features the AgWeb logo and navigation tabs for News, Weather, Markets, Crops, Livestock, Business, Fun & Family, Multimedia, and Machinery. A 'SPECIAL SECTION: WEATHER' module includes articles on drought conditions and winter weather. A 'GO MOBILE' module promotes the AgWeb mobile app. The 'MARKETS' section shows a table of commodity prices for CORN, SOYBEANS, WHEAT, LIVE CATTLE, and LEAN HOGS. Other modules include 'Today's Top Stories' with news on USDA reports and farm bankruptcies, and 'Late-Night Laughs' featuring humorous quotes.

Commodity	Price	% Change
CORN	411-4	-0.3
SOYBEANS	1173-4	-0.4
WHEAT	605-0	-0.3
LIVE CATTLE	121.250	-0.8%
LEAN HOGS	83.950	+1.0%

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■ AgWeb Daily: Modules

AgWeb Daily hosts 11 modules throughout each month, some of which are targeted to only be received by the most relevant of readers. These include:

Module	Description	Recipients
Agronomy	Tips from Farm Journal agronomists, and other important agronomic information.	45,518
Corn	Corn management tips and market-specific information.	34,921
Cotton	Cotton-management information.	2,320
Irrigation	News and information on irrigation technology and water management.	47,471
Machinery	Features the latest in machinery news and information.	82,945
Precision Ag	Latest innovations and technology on precision agriculture.	82,945
Shops	Tips on building and organizing your shop.	82,945
Soybeans	Soybean-management information.	27,378
Utterback/Markets	Marketing tips and insight from Farm Journal Agronomist Bob Utterback.	82,945
Weather	A look back and a look ahead at the weather that affects the bottom line.	82,945
Wheat	Wheat management information.	17,360

Modules	300x250	Text
Agronomy (max 6 per month)	\$ 950.00	\$ 475.00
Corn (max 6 per month)	\$ 700.00	\$ 350.00
Cotton (max 3 per month)	\$ 150.00	\$ 100.00
Irrigation (max 1 per month)	\$ 700.00	\$ 350.00
Machinery (max 6 per month)	\$ 1,250.00	\$ 600.00
Precision Ag (max 4 per month)	\$ 1,250.00	\$ 600.00
Shops (max 3 per month)	\$ 1,250.00	\$ 600.00
Soybeans (max 2 per month)	\$ 550.00	\$ 300.00
Marketing (max 2 per month)	\$ 1,250.00	\$ 600.00
Weather (max 1 per month)	\$ 1,250.00	\$ 600.00
Wheat (max 5 per month)	\$ 350.00	\$ 200.00

Module	CTR	Open Rate	Avg. Total Clicks
Agronomy	1.23%	9.64%	56
Corn	1.55%	16.89%	94
Irrigation	.16%	16.89%	12
Machinery	.67%	21.02%	83
Precision Ag	.41%	19.74%	60
Soybeans	.25%	18.57%	13
Weather	.55%	19.12%	45
Wheat	.22%	16.47%	5

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■ AgWeb Market Weekly

AgWeb Market Weekly is a weekly e-newsletter wrapping up the markets and news from the past week and a look towards the coming week.

- Audience size = 80,542
- Target = All AgWeb subscribers
- Frequency = Every Saturday.
- Ad types = 300x250, advertorial text unit

Ad Position	2011 CTR
Lead	0.36%
Second	0.22%

Open Rate	CTOR	Ad click Avg
13.07%	43.37%	56

New in Fall 2011: The AgWeb Market Weekly Special Dairy Report.

- Audience size = 13,742
- Target = All dairy subscribers, average herd size 638.
- Ad types = 300x250, advertorial text unit

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■ Beef Today's Cattle Drive

Beef Today's Cattle Drive is a bi-weekly eNewsletter providing practical tools and perspectives for cattle producers.

- Audience size = 17,649
- Target = Cattle producers and allied industry
- Frequency = Every other Monday.
- Ad types = 600x200, advertorial text unit

Ad Position	2011 CTR
Lead	0.38%
Second	0.21%

Open Rate	CTOR	Ad click Avg
9.59%	41.45%	15

Delivery Dates	
Jan 9	Jan 23
Feb 6	Feb 20
Mar 5	Mar 19
Apr 9	Apr 23
May 7	May 21
Jun 4	Jun 18
Jul 9	Jul 23
Aug 6	Aug 20
Sep 10	Sep 10
Oct 8	Oct 22
Nov 5	Nov 19
Dec 10	Dec 24

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■ Dairy Today's eUpdate

Dairy Today E-Update is a weekly publication that delivers dairy news, animal health and nutrition information and market information to producers, veterinarians and nutritionists.

- Audience size = 12,916
- Target = Dairy producers and allied industry
- Frequency = Weekly on Tuesday.
- Ad types = 600x200, advertorial text unit

Ad Position	2011 CTR
Lead	0.55%
Second	0.24%
Third	0.10%

Open Rate	CTOR	Ad click Avg
12.33%	50.46%	13



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■ Top Producer Today

Top Producer Today is a bi-monthly eNewsletter devoted to the business of farming delivered to AgWeb's top producers.

- Audience size = 18,137
- Target = Top AgWeb subscribers
- Frequency = Twice per Month
- Ad types = 300x250, advertorial text unit

Ad Position	2011 CTR
Lead	0.42%
Second	0.27%

Delivery Dates	
Jan 9	Jan 23
Feb 6	Feb 20
Mar 5	Mar 19
Apr 9	Apr 23
May 7	May 21
Jun 4	Jun 18
Jul 9	Jul 23
Aug 6	Aug 20
Sep 10	Sep 10
Oct 8	Oct 22
Nov 5	Nov 19
Dec 10	Dec 24

Open Rate	CTR	Ad click Avg
10.88%	40.97%	16

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