

AgWeb Menu of Site Ads



January 2012

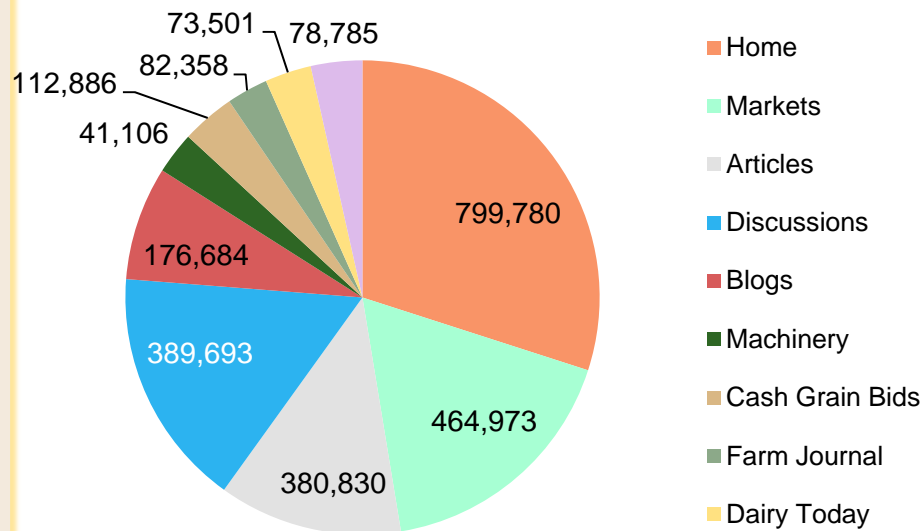
AgWeb.com



AgWeb believes in providing the agriculture audience with the news, tools and strategies that brings greater success. We recognize that there are many ways to reach the audience, but we want to be the best from a digital standpoint ... and by almost every measure possible, we are.

The AgWeb Audience (based on annual research):

- 88% are the owner/operator or manager
- 67% grow corn (75% grow 100+ acres, 10% grow 1,000+ acres)
- 62% grow soybeans (75% grow 100+ acres, 8% grow 1,000+ acres)
- 33% grow wheat
- 51% are growing hay/forage
- 94% are from the United States
- 2.5% are from Canada
- 50% are from Iowa, Illinois, Indiana, Minnesota, Missouri, Nebraska and Ohio.



Top 10 traffic areas on AgWeb past 13 months



Enhancements like geo-targeting, site content targeting, tandem units or expanding rich media are offered at an increased cost. Contact your Farm Journal Media sales representative for a custom program.

Banner ads

■ Standard banners

AgWeb typically delivers 3 million impressions per ad unit in a given month and sells a percentage of those to a varied client base. The site's new design bolsters standard ad units, allowing ad creatives to pop on the page (see on left). AgWeb offers a number of options:

- Leaderboard (728x90 pixels)
- Half Page (300x600)
- Big Box (300x250 pixels)
- Tower (160x600 pixels)
- Text units (Varied sizes)

Most pages contain two 300x250 units and they are typically sold as a bundle.

Ad Units	Net CPM
728x90	\$50
300x250	\$50
160x600	\$50
Text unit	\$12
300x600	\$110

While individual ad performance is impossible to predict, AgWeb tracks and reports average click-through percentages for clients to make comparisons.

Ad Units	2011 Avg. CTR
728x90	0.14%
300x250	0.17%
160x600	0.24%
Text unit	0.28%

3 Keys to Earning a Click

1. Keep your creative from blending into the background.
2. Ask for the click with a strong call to action.
3. Entice with a promise of value after the click. Then deliver.



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Banner ads

■ Standard banners: Leaderboard



728x90 pixel Leaderboard

Located at the top of most AgWeb pages, the 728x90 Leaderboard can be a powerful position for clients.

Uses: Standard, animated, Flash animation, audio/video, expanding (up to 728x300).

File size maximum: 40k

File types accepted: .gif, .jpg, .swf (Flash), tags

Average response rate in 2011:
0.14% (14 clicks per 10,000 impressions)

Range of response in 2011:
0.00%-2.82%

Ad Unit	Net CPM	ROS Impressions/ month
728x90	\$50	3,400,000



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Banner ads

■ Standard banners: Leaderboard

728x90 pixel Leaderboard

Located at the bottom of most AgWeb pages, the 728x90 Leaderboard serves as a cost efficient way for large reach.

Uses: Standard, animated, Flash animation, audio/video, expanding (up to 728x300).

File size maximum: 40k

File types accepted: .gif, .jpg, .swf (Flash), tags

Average response rate in 2011:
0.03% (3 clicks per 10,000 impressions)

Ad Unit	Net CPM	ROS Impressions/ month
728x90	\$20	3,400,000



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Banner ads

■ Standard banners: Big Box

300x250 pixel Big Box

Located on the right part of most AgWeb pages, the 300x250 Big Box has been the most productive position for clients on AgWeb.

Uses: Standard, animated, Flash animation, audio/video, expanding (up to 600x250).

File size maximum: 40k

File types accepted: .gif, .jpg, .swf (Flash), tags

Average response rate in 2011:
0.17% (17 clicks per 10,000 impressions)

Range of response in 2011:
0.00%-3.08%

Ad Unit	Net CPM	ROS Impressions/ month
300x250	\$50	5,200,000



Enhancements like geo-targeting, site content targeting, tandem units or expanding rich media are offered at an increased cost. Contact your Farm Journal Media sales representative for a custom program.

Banner ads

■ Standard banners: Towers

160x600 pixel Tower

Located on the left part of many AgWeb pages, the 160x600 Tower offers the most real estate for client messages.

Uses: Standard, animated, Flash animation, audio/video, expanding (up to 300x600).

File size maximum: 40k

File types accepted: .gif, .jpg, .swf (Flash), tags

Average response rate in 2011:
0.24% (24 clicks per 10,000 impressions)

Range of response in 2011:
0.00%-0.87%

Ad Unit	Net CPM	ROS Impressions/ month
160x600	\$50	2,000,000



Enhancements like geo-targeting, site content targeting, tandem units or expanding rich media are offered at an increased cost. Contact your Farm Journal Media sales representative for a custom program.

Banner ads

- Standard banners: Text units

Text units

Located at the bottom of every article throughout AgWeb, text units are a way to tell more of a story than some graphical ads allow.

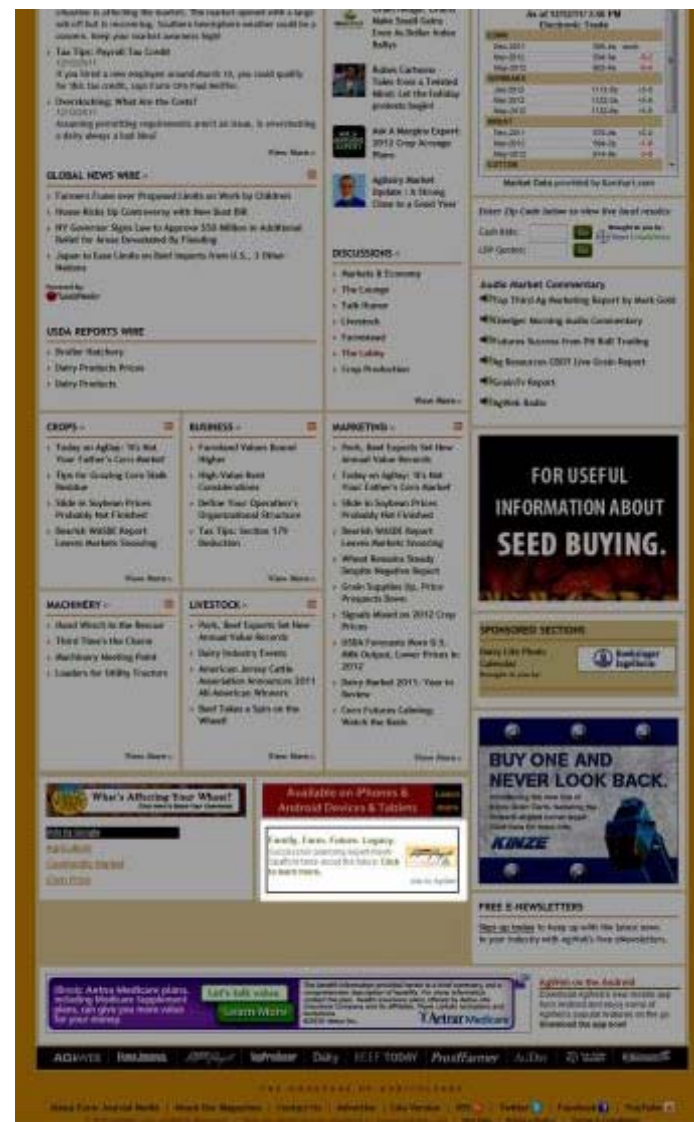
Uses: Text only.

Specifications: 50 character headline, 200 character body copy, 70x70 pixel logo/image. Total space is 290x100 pixels.

Average response rate in 2011:
0.28% (28 clicks per 10,000 impressions)

Range of response in 2011:
0.0%-0.78%

Ad Unit	Net CPM	ROS Impressions/ month
Text unit	\$12	640,000



Enhancements like geo-targeting, site content targeting, tandem units or expanding rich media are offered at an increased cost. Contact your Farm Journal Media sales representative for a custom program.

Banner ads

■ Special banners: Road Block

Three-Unit Road Block

A Road Block is a day-long domination of the major ad units on the AgWeb home page. The Road Block consists of the top 728x90 and the two 300x250 ad units.

Uses: Standard, animated, Flash animation, audio/video.

File size maximum (per unit): 40k

File types accepted: .gif, .jpg, .swf (Flash), tags

Ad Unit	Net CPM	Average Homepage impressions/day
Road Block	\$100	105,000

AgWeb offers an additional enhancement of a wallpaper, offered only along with a road block. This wallpaper surrounds the site with brand images chosen by the client.

Ad Unit	Net CPM
Wallpaper	\$100



Enhancements like geo-targeting, site content targeting, tandem units or expanding rich media are offered at an increased cost. Contact your Farm Journal Media sales representative for a custom program.

Banner ads

■ Special banners: Fixed Browser Bar

325x40 pixel Fixed Browser Bar

The Fixed Browser Bar ad unit displays at the bottom middle of the page and remains there as the user scrolls downward and upward. Its fluid movement as users scroll makes the ad even more noticeable. This is a new unit, so performance has yet to be measured.

Uses: Standard, animated, flash animation.

File size maximum: 40k

File types accepted: .gif, .jpg, .swf (Flash), tags

Ad Unit	Net CPM	ROS Impressions/ month
325x40	\$150	Page-dependent



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

Banner ads

■ Special banners: Peel Back

640x480 pixel Peel Back

The Peel Back Unit starts as a 170x130 teaser that entices users to mouse over and peel back the unit to display the full message. In 2011, CTRs have averaged .3%.

Uses: Standard, animated, flash animation.

File size maximum: 100KB

File types accepted: .gif, .jpg, .swf (Flash)

Ad Unit	Net CPM	Homepage Impressions
Peel Back	\$100	50,000



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

Pre-roll

- Special ads: 10 or 15 Second Pre-rolls

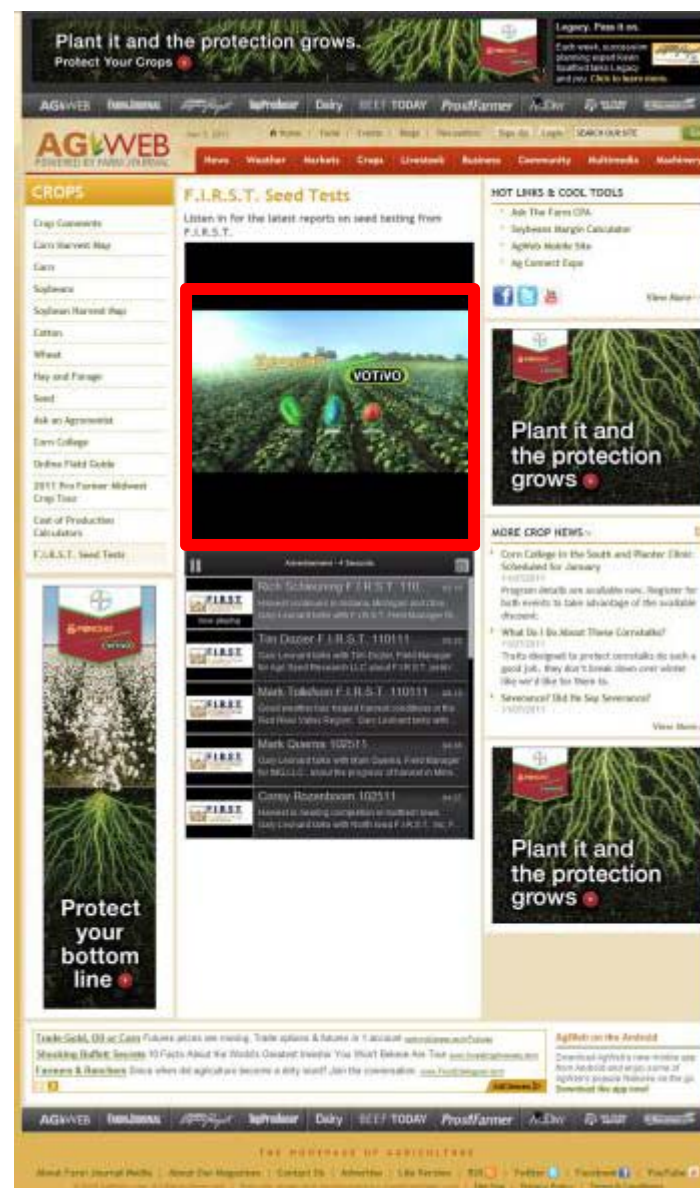
Advertisers have the opportunity to showcase their products through a :10 or :15 video message before AgWeb programs. Messaging opportunities are available before popular shows like the US Farm Report, AgDay, Outdoors on the Farm, Corn College TV, and more.

Uses: H.264, MPEG-1, MPEG-2, MPEG-4, VP6, VP5, H.263, WMV, MJPEG

File size maximum: 500MB

File types accepted: H.264, MPEG-1, MPEG-2, MPEG-4, VP6, VP5, H.263, WMV, MJPEG

Ad Unit	Net CPM	Impressions/ Month
Pre-roll (including USFR & AgDay)	\$60	30,000
Pre-roll (ROS)	\$50	70,000



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

Banner ads

■ Special banners: Prestitial/Welcome

Prestitial/welcome ad unit

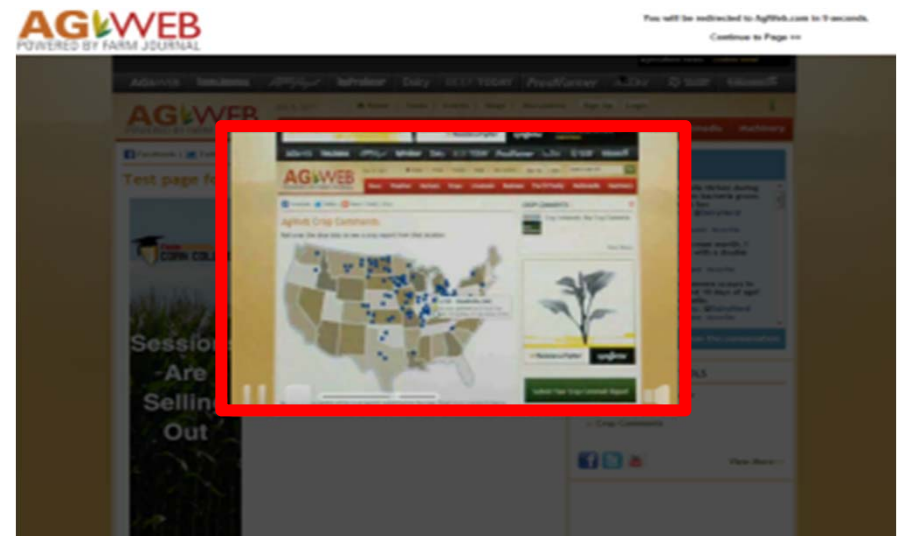
The prestitial or welcome ad unit displays in full upon entry into the site, allowing a short ad to display before users are automatically taken to the AgWeb home page. It has proven effective for clients, earning as much as five times normal click-through rates. Unique visitors see this ad unit only once per insertion.

Specs: 640x480, 15 seconds

File size maximum: 80K

File types accepted: gif/jpg, swf, tags

Ad Unit	Net CPM	Homepage unique Impressions
Prestitial	\$300	50,000



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

Banner ads

- Special banners: Page takeover

Page takeover ad unit

The page takeover ad unit displays through one of the home page ad units and then launches in full after a second or two. A short ad (5-10 seconds) displays before the message shrinks back to the originating ad unit. It has proven effective for clients, earning as much as five times normal click-through rates. Unique visitors see this ad unit only once per insertion.

Specs: 640x480, 5-10 seconds

File size maximum: 80K

File types accepted: gif/jpg, swf, tags

Ad Unit	Net CPM	Homepage unique Impressions
Take Over	\$300	50,000



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

Banner ads

■ Special banners: Slider/Pushdown

The page push ad unit displays as a small horizontal unit upon entry into the site, then expands to 600 pixels deep on the page for up to 7 seconds before returning to the initial state. It displays once per unique per campaign.

Specs: 1000x90 expanding to 1000x600, 7 seconds

File size maximum: 100K (suggested), 5 MB

File types accepted: gif/jpg, swf, tags



Ad Unit	Net CPM	Homepage unique Impressions
Pushdown	\$250	50,000

http://www.checkm8.com/demo/agweb_prestitial.html

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

Banner ads

■ Special banners: Retargeted Units

Retargeted Units

AgWeb works in conjunction with major retargeting agents to allow client ads to show up on other popular news sites in front of relevant guests ... relevant because they are also AgWeb guests.

Here are some samples of the sites where client ads may appear in addition to AgWeb:

CareerBuilder, Golf Channel, Expedia, Kiplinger, Cosmopolitan, Facebook, Wunderground, Fox News, MSN, AOL, TV Guide, etc.

Unit	Monthly Inventory	CPM
728x90, 300x250, 160x600	300,000	\$20

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

Dairy Today

DairyToday.com provides the latest livestock production and marketing news about dairy. The site averages 70,000 page views per month.

728x90 pixel Leaderboard -- Located at the top of the Dairy Today page, the 728x90 Leaderboard can be a powerful position for clients.

- Average response rate in 2011: 0.15% (15 clicks per 10,000 impressions)
- Base CPM: \$50

300x250 pixel Big Box -- Located on the right of the Dairy Today page, the 300x250 Big Box has been the most productive position for clients on AgWeb.

- Average response rate in 2011: 0.16% (16 clicks per 10,000 impressions)
- Base CPM: \$50

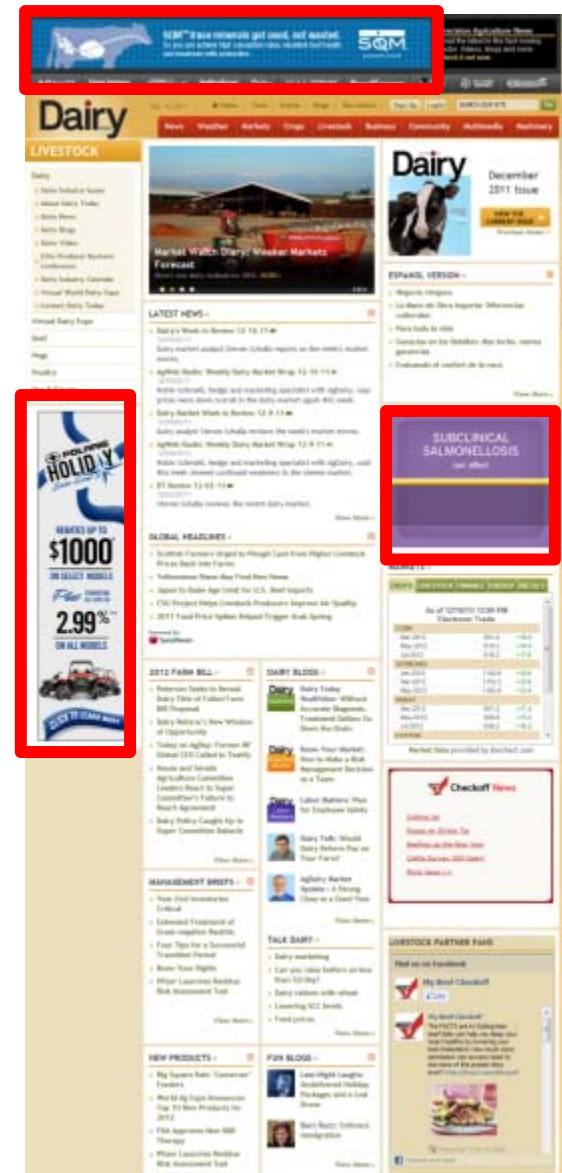
160x600 pixel Tower -- Located on the left part of the Dairy Today page. In 2011, the 160x600 Tower ad has averaged the highest CTR of all the major ad unit on agweb.com.

- Average response rate in 2011: 0.15% (15 clicks per 10,000 impressions)
- Base CPM: \$50

Text units -- Located at the bottom of every article throughout Dairy Today, text units are a way to tell more of a story than some graphical ads allow.

- Average response rate in 2011: 0.16% (16 clicks per 10,000 impressions)
- Base CPM: \$15

9% of all AgWeb.com traffic is from dairy producers, so targeting AgWeb.com is another viable option for reaching this audience.



Beef Today

BeefToday.com provides the latest livestock production and marketing news about the cattle industry. The site averages 40,000 page views per month.

728x90 pixel Leaderboard -- Located at the top of the Beef Today page, the 728x90 Leaderboard can be a powerful position for clients.

- Average response rate in 2011: 0.22% (22 clicks per 10,000 impressions)
- Base CPM: \$50

300x250 pixel Big Box -- Located on the right of the Beef Today page, the 300x250 Big Box has been the most productive position for clients on AgWeb.

- Average response rate in 2011: 0.32% (32 clicks per 10,000 impressions)
- Base CPM: \$50

160x600 pixel Tower -- Located on the left part of the Beef Today page. In 2011, the 160x600 Tower ad has averaged the highest CTR of all the major ad unit on agweb.com.

- Average response rate in 2011: 0.22% (22 clicks per 10,000 impressions)
- Base CPM: \$50

Text units -- Located at the bottom of every article throughout Beef Today, text units are a way to tell more of a story than some graphical ads allow.

- Average response rate in 2011: 0.15% (15 clicks per 10,000 impressions)
- Base CPM: \$15

35% of all AgWeb.com traffic is from cattle producers, so targeting AgWeb.com is another viable option for reaching this audience.

