AGWEB
POWERED BY FARM JOURNAL

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Email Specifications and Production Guidelines

Third Party Sends
AgWeb hosts email sends on behalf of our advertising partners

How it works:
- Those subscribers in our database who have opted in to receive messages from our partners are available to clients for rental purposes
- We host the email send rather than share the email addresses of our subscribers
- Partners provide us with:
  - The parameters of the send (i.e., target growers of 500+ corn acres in NE)
  - The email body text, images, links & creative in an HTML file format
  - From name
  - Subject Line
  - Test and Seed email addresses
- We produce and manage the send
- We provide reporting after 72 hours and at month-end

File type: HTML with no Cascading Style Sheets.

Materials due: 5 business days prior to send

Process: Soon after confirming an email send, AgWeb will begin to construct and test your content, sending sample mailings to designated test lists.

Spec recommendations: Stay in the 800 pixel range for e-mail width
Images should be 72 dpi
Images should be given descriptive alt tags within the html file supplied.
Animated images must have a full message in the initial frame
Do not use javascript.
Mobile note – as many as 50% of the AgWeb audience reads e-mail in a mobile browser.
Other things to consider:
- One Column
- Plenty of padding
- Larger font-sizes - at least 18pt
- Clear separation of content – Background Colors, Dividers, Headers
- Spread out your clicks in the content

Measuring performance:

Open rate: The number of HTML message recipients who opened the email; a percentage of the total number of emails sent. Open rate is a key metric for judging an email campaign's success. It must be noted that the rate indicates only the number of emails opened from the total amount sent, not just those that were actually delivered. Also, some email clients allow users to scan message content without actually opening the message, which is not consistently calculated as an open.

Click-through rate: A click-through rate is a measure of how often an email recipient clicks on a link in your email, expressed as a percentage of the emails sent.

          Click-throughs can be measured as either aggregate or unique. Unique measures what percentage of the audience clicked at least once, while aggregate includes duplicate click-throughs by the same recipient.

Click-to-open rate: The click-to-open rate is the ratio of unique clicks as a percentage of unique opens.

          The CTOR measures how effective your email message was in motivating recipients who opened it to then click a link.

Surveys/Research Studies
AgWeb can host surveys/research studies in addition to email sends on behalf of our advertising partners

How it works:
- Similar to third party sends in that we host the send for the client and do not share subscriber's email addresses
- We manage the email invitation, the build and execution of the survey, and provide basic study results
- Demographic data as contained within our email database can be associated with a subscriber's responses behind-the-scenes but may not be tied to any personally identifiable data points (address, email address, phone number, etc.) If personally identifiable demographic data is desired, it must be contained within the study's questions and provided by the responder
- We provide reporting after 72 hours and at month-end

File type: Survey questions can be provided in a .DOC format if AgWeb hosts the survey. If the client is hosting the survey, the survey link must be provided.

Materials due: 5 business days prior to send

Process: Soon after confirming an email send, AgWeb will begin to construct and test your survey, sending sample mailings to designated test lists.