



MORNING AgClips

AMERICA'S #1 AG NEWS SOURCE

Get your Latest, Breaking Ag News Here!

We provide farmers and industry leaders with quality local and national agricultural news every day to help farm businesses and the agriculture industry thrive.

How: Morning Ag Clips aggregates local and national agricultural news stories from general media, industry trades, extension publications, submitted press releases, and other news sources EVERY day.

Our Audience: America's farmers, ranchers, industry leaders, ag educators, advocates, and consultants with the quick one-two every day.

We are geo-targeted by state.

43.6%

OPEN RATE

compared to the industry average of 27.3%

.9%

ADVERTISING CLICK-THROUGH RATE

compared to the 0.35% average across all industries



181,000+

PEOPLE REACHED DAILY



Kate Ziehm, President



Amy Colburn, Sales Coordinator



Elisa Mussi, Advertising & Design Specialist and Portal Membership Manager



Christa Campbell, Administrative & Marketing Coordinator

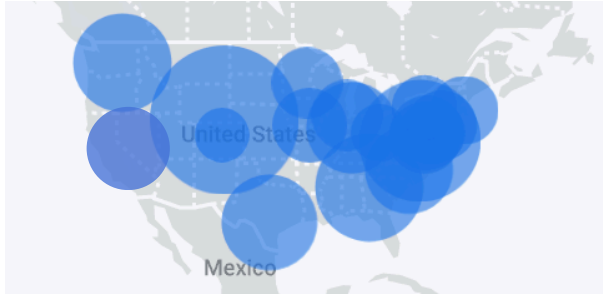


**Our numbers don't lie.
Work with us to grow and communicate.**



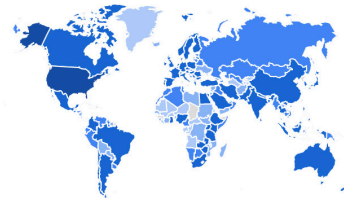
Our Digital Numbers

Over 3 million page views and 2 million sessions in the last year, with over 2 million users.



Our Viewers Across the Nation

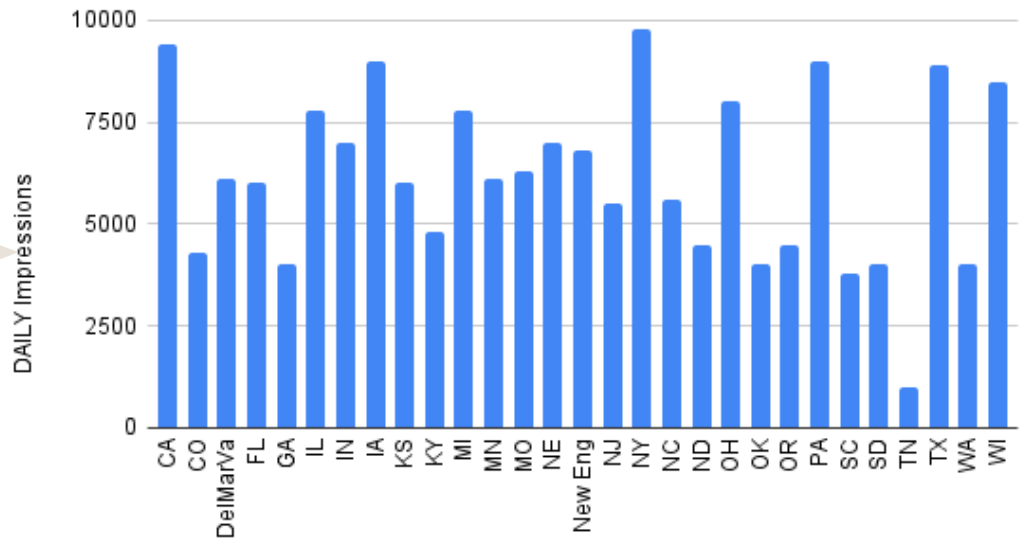
Our International Users in the Last Year



COUNTRY	Users
United States	850K
Canada	14K
United Kingdom	8.8K
India	8.3K
Sweden	5.8K
Germany	5.6K
Ireland	5.4K

Our Clips Numbers

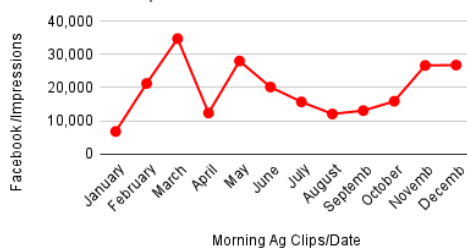
We have 30 e-Newsletters editions that reach readers in over 36 States
We reach over 181,000 people daily



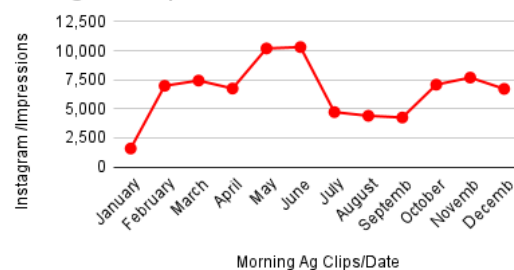
Our Social Media Numbers

15,960 Facebook Followers // 1,667 Instagram Followers // 1,137 LinkedIn Followers // 2,165X Followers... and growing

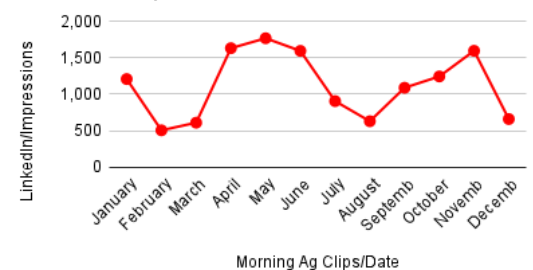
Facebook Impressions



Instagram Impressions



LinkedIn Impressions



America's #1 Ag News Source



ADVERTISE WITH US



WEB ADS



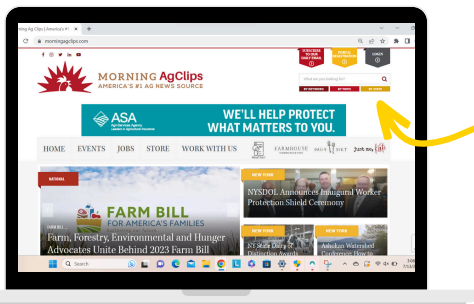
EBLAST ADS



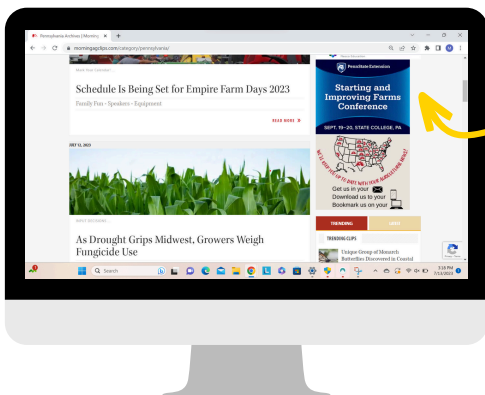
APP ADS



Homepage Dropdown



Leader Board

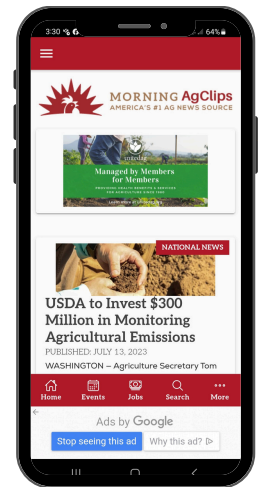


Sidebar

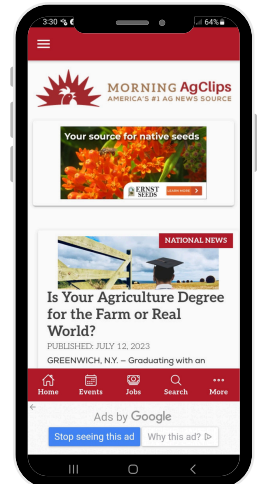


Premium Positions

Rotator Positions



Standard Position



Standard Position

RATES & SPECS

Daily EBLAST

580 x 116 px (72 dpi)

Rates per edition

Premium Positions

First two ads above the header, and first ad below the first article

RATE/MONTH

\$600

ANNUAL RATE

\$7200

Rotator Banner Ads

Ads located after first set of stories, interspersed between the balance of local and national stories. Rotated in position.

See Pricing grid below

* Ads will run everyday for the month and link to advertiser's website

	Flight Duration			
	(Multiply cost per month x # of state editions x # of months)			
# of state editions per month	1-3 months	4-6 months	7-11 months	Annual (12 months)
1-3	\$500.00	\$475.00	\$450.00	\$400.00
4-6	\$450.00	\$425.00	\$400.00	\$375.00
7-11	\$425.00	\$400.00	\$375.00	\$350.00
12-15	\$400.00	\$375.00	\$350.00	\$325.00
16-22	\$375.00	\$350.00	\$325.00	\$300.00
23-29	\$300.00	\$275.00	\$250.00	\$225.00
National (30 editions)	\$225.00	\$200.00	\$175.00	\$150.00

10% Prepay Discount for flights lasting longer than 3 months

To qualify for prepay discount client must pay within 7 business days from date of invoice.

WEBSITE

Ad Rate Card

Ad Position Sizes

RATE/MONTH

Homepage Dropdown

Desktop collapsible panel that slides into view on page load.

\$400

960 x 480 px (72 dpi)

Homepage Leader Board

Desktop and mobile banner ad displayed below the main navigation.

\$400

960 x 116 px (72 dpi)

Topic or State Leader Board

Desktop and mobile banner ad displayed below the main navigation; one or two sidebar display ads; page ownership (i.e. no other advertisers featured).

\$200

960x 116px (72 dpi)

Topic or State Sidebar

Desktop and mobile banner ad displayed to the right of the main navigation.

\$100

340 x 270 px (72 dpi)

*Topics include each individual state as well as the "Browse by" topics (Beef, Dairy, Education, etc.).

MAC App

RATE/MONTH

Standard ad

480 x 240 px (72 dpi)

\$100

All invoices over 45 days are subject to a 16% APR Finance Charge, with a minimum charge of \$5. If paying with a credit card, a 3.4% processing fee will be added.



BECOME A PORTAL MEMBER

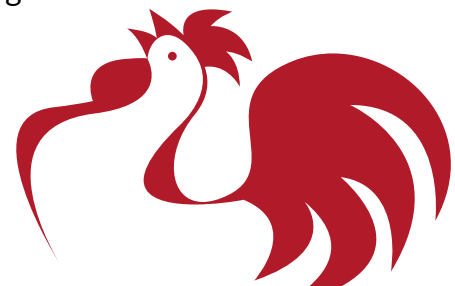
Get your press releases published, events and jobs posted

Become a registered Portal Member to gain access to all of these perks for one year to ensure that your information is shared with the Morning Ag Clips Community of readers.

Purchase the membership you need to grow your association or business!

Membership Level	Annual Rates	Perks
The Egg	\$50	Guaranteed publishing of a Single Press Release, Article, Job Posting, OR Event Listing
The Chick	\$200	Publish unlimited Press Releases (6 Months)
The Calf	\$450	Publish unlimited Press Releases Post positions to Job Board List unlimited Events on the Calendar
The Rooster	\$750	Publish unlimited Press Releases Post positions to Job Board List unlimited Events on the Calendar App Notifications Post highlighted in Featured Position List and link your business on our sponsorship page Boost your business or organization through our social media outlets
The Barnyard	\$550	Publish 5 Press Releases a week (6 Months) This level is for agencies such as market research agencies, PR agencies, advertising agencies, etc. Agencies must purchase either this level, The Egg, or The Farm.
The Farm	\$1500	Publish Unlimited Press Releases Post Positions to Job Board List unlimited Events on the Calendar App Notifications Company Logos linked on the Sponsorship page Offered for Ad Agency level affiliates Benefits pertain to all current agency clients 20% advertising discounts <i>Agencies must purchase either this level, The Egg, or The Barnyard</i>

Guarantee your information reaches a large audience. Check out the Portal page on our website to join us!



SOMETHING TO CROW ABOUT!

With Morning Ag Clips, I have the opportunity to easily see what is happening and am able to share it across our network much easier with all that you and your team does.

"Thanks for your daily Morning Ag Clips emails. I just LOVE the stories you post. I feel so much more informed after reading it. And the Lighter Side is always a winner!!"

"I absolutely love the service you provide. Thanks for being such a big part of how I learn what's going on in the world of ag in my own backyard and across the country."

"There's always something interesting to read about and I often forward them home so that my kids can read them."

Can't tell you how helpful it is to me to connect with the constituents I work for. It is a wonderful asset to folks like us that need to stay connected with the highlights in agriculture news!

"I can hardly start my day without looking through what you have on for the day. I also like to share with my agricultural education classes some of your article selections."

"I seldom receive that kind of depth of response from my queries...I will keep reading Morning Ag Clips every day because the content is local, appropriate, and interesting."

"Morning Ag Clips is so organized, engaging and the stories are very relevant and well-chosen. It is appreciated more than you know, by more folks than you realize."

Kate Ziehm, *President*
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