

Digital Network Overview

Reach farmers with just one digital ad package — whether they have Internet access or not.

THE DTN DIGITAL NETWORK

INTERNET AND SATELLITE SUPPORT WITH:

- Expert market analysis and recommendations
- Accurate field level weather forecasts
- Real time freight adjusted cash bids

MULTI-PLATFORM OFFERING:

- DTN ProgressiveFarmer.com
 - 160,000 monthly unique visitors
- DTN Professional Service
 - 45,100 subscribers
- DTN/PF E-Newsletters
 - 105,000 unique monthly recipients
- DTN/PF E-Blasts
 - 180,000 unique recipients
- DTN/PF Digital Edition
 - 90,000 subscribers



According to a recent Farm Computer Usage and Ownership Study conducted by the USDA in August 2011, it was found that:

- 62 percent of U.S. farms have Internet access
- 63 percent of U.S. farms own or lease a computer
- 37 percent of U.S. farms use a computer for their farm business

For farms with sales and government payments of \$250K+:

- 84 percent of U.S. farms have Internet access
- 83 percent of U.S. farms own or lease a computer
- 72 percent of U.S. farms use a computer for their farm business

While Internet usage among farmers is increasing, it still isn't as prevalent on the farm as it is in the rest of the country. However, when you advertise with DTN/The Progressive Farmer, you'll not only reach those farm households that do have internet access, but also the ones who don't — thanks to our DTN satellite and traditional online ad packages. No other farm media company offers advertisers an extensive reach quite like this.

The DTN Digital Network

www.DTNProgressivefarmer.com
DTN Professional (Satellite and Online)
DTN/PF E-newsletters

► www.DTNProgressivefarmer.com

DTNProgressivefarmer.com is a leading source of breaking agriculture news, markets and weather forecasts. The editors of DTN and The Progressive Farmer provide the most updated online coverage on crops, livestock, futures trading, farm business, equipment, ag policy and farm life.

Monthly Unique Visitors:	160,000
Monthly Page Views:	900,000
Time Spent Online:	7 minutes per visit



► DTN Professional

With an average subscription price of \$1,320 a year, DTN Professional is our premium paid subscription service that meets the needs of the largest producers in the industry. Delivered directly via satellite or the Internet, DTN Professional is a reliable, real-time solution that's constantly updated. It's also a business tool used by agriculture's largest producers to better manage risk and protect their profitability.

DTN Professional Details

Total Subscribers:	45,100
• DTN Producer Subs	28,900
• DTN Agribusiness Subs	16,200
Avg. Rate of Retention:	91%
Avg. Annual Subscription:	\$1,320

► DTN Professional Online

Delivered via the Internet, DTN Professional Online connects producers with information on markets, weather, news, production, livestock, equipment, farm business, land management and ag policy any time — day or night.

DTN Professional Online Subs: 17,300

► DTN Professional Satellite

Unlike others in the industry, DTN services are not limited to broadband connections. We are a proprietary satellite delivered service, allowing us to reach virtually any producer.

DTN Professional Satellite Subs: 27,800



► DTN/PF E-newsletters



- **DTN Morning Snapshot**
 - Delivered daily - 5x per week
 - 70,200 subscribers
- **CattleLink™ Weekly E-newsletter**
 - Delivered weekly - Every Tuesday
 - 26,600 subscribers
- **Best of DTN/The Progressive Farmer**
 - Delivered weekly - Every Saturday morning
 - 55,700 subscribers
- **Renewable Fuels E-newsletter**
 - Delivered daily - 5x per week
 - 6,700 subscribers

The DTN Digital Network

DTN/PF E-Blasts
DTN/PF Mobile
DTN/PF iPad App

▶ DTN/The Progressive Farmer E-blasts

▶ SPECIAL OFFER E-BLASTS

- 180,000 email distribution list
- Special offer E-blast to promote sponsor, will provide no editorial content
- Promote a special deal, coupon, rebate, financial incentive, etc.
- Sponsor promotion will link to sponsor webpage
- Ad Size: 600 x TBD by advertiser or custom HTML designed by the advertiser
- File formats: GIF, JPEG (files must be under 200K to be served)



▶ EDITORIAL E-BLASTS

- 180,000 email distribution list
- Featuring a hot topic selected by DTN/PF Editorial each week
- Sponsor advertisement will link to sponsor webpage
- Ad Size: 728X90 pixels OR 300X250 pixels
- File formats: GIF, JPEG (files must be under 200K to be served)



▶ DTN Mobile - rates quoted upon request

- Gain quick access to time-critical DTN Quotes, news and business-grade weather that you rely on to make buying and selling decisions.
 - Markets, News and Weather where you need it, when you need it
 - No longer miss marketing opportunities
 - Stay informed even when you're busy
 - Be alerted of severe weather
 - Make more money per acre



▶ DTN iPad Apps - rates quoted upon request

- 39,600 downloads to date
- .56% Click Rate

▶ AD SIZES:

- Banner: 728x90
 - Ads will reside at the top of the app like a leaderboard
 - Ads will be embedded into the app

▶ INTERSTITIAL ADS:

- Pop-up full screen
- Advertising network
- AdMob will serve the ads & provide reporting



The DTN Digital Network

DTN/PF Digital Edition
Baby Banners
Sponsored Print of Online Article

DTN/PF Digital Edition

DTN/The Progressive Farmer is pleased to offer you the opportunity to become the exclusive launch partner of the digital issue of the Progressive Farmer. The digital issue is complimentary to the print issue and features the same up-to-date articles and advertisements - only delivered electronically.

FULL SPONSORSHIP PACKAGE:

- ▶ Publicity in the next quarter's issues
- ▶ E-blast announcement with digital sponsor attribution to 90,00 subscribers and prospects
 - E-Blast to go out each month to announce the current month's issue
 - Sponsor receives banner advertisement at the bottom of each E-blast sponsored
 - Banner ad size: 728X90 pixels
- ▶ Full sponsor Page adjacent to front cover
 - Ad page size: 8 x 10.5
- ▶ Pop-up video within issue



Baby Banners



- ▶ One banner below "Futures Overview" pane on homepage and markets page
- ▶ One banner above "Local Forecast" pane on homepage and weather page
- ▶ Two banners above and below the Pulse Poll on homepage
- ▶ Exclusive, static sponsorship of markets information
- ▶ Rate: \$4,250/month - \$4,500/month

Sponsored Print of Online Article

- ▶ Allows users to download a printer-friendly online article from DTNPF.com
- ▶ 728x90 ad will appear online and on printed article
- ▶ Rate: Contact sales person



Digital Ad Rates

Standard Digital Advertising

Ad Size	Description	CPM Net
Leaderboard	728x90 pixels	\$32
Big box	300x250 pixels	\$32
Wide skyscraper	160x600 pixels	\$32
Brandblocks	100 percent SOV on selected content channel. Includes: 728x90 pixels, 300x250 pixels, and 160x600 pixels	\$50
Geo targeting	Geographic targeting by state, zip code, country or area code	\$60
Rich media	Expanding and reverse expanding ad units	25 percent premium
Online video advertising	:15 sec pre-roll or :30 sec post roll	\$4,000 monthly sponsorship
Daily Snapshot e-newsletter	The essential five-minute morning read sent to 71,000 recipients five times per week	\$4,200/mo (ie, one ad per week)
Best of DTN/PF e-newsletter	A weekly recap of the biggest and best stories in agriculture and also gives producers a glimpse into the week ahead	\$2,100/per e-newsletter
CattleLink weekly e-newsletter	CattleLink Weekly is a vital cattle industry resource delivered to 28,000 recipients every week.	\$1,250/per e-newsletter
Renewable Fuels e-newsletter	Delivers the latest news on the renewable fuel industry, market analysis from DTN experts, and up to date information on ethanol plant production and ethanol industry news.	\$4,500/per mo (ie, one ad everyday)
Online seminars	Custom	Please contact for pricing
Microsites	Custom	Please contact for pricing

DTN Professional Satellite

Ad Size	Description	CPM Net
Banner	Rotated to the top 100 pages	\$7,000 per month
Menu ad	Half page ad appears with content menu	\$4,165 per month
Screen saver	Pushed to 59,000 units for a full week	\$6,000 per week
Forced front page	Run 16 days per month to 59,000 units	\$10,500 per week

Digital ad sells are not cancellable.

Digital Ad Specifications

Please adhere to the file size specs when submitting creative. Prior to submission, creative should be tested for stability across all browser platforms. All creative is subject to approval.

All digital ads should be sent to:
Ann Dillard
ann.dillard@telventdtn.com

All digital ad insertions should be sent to your
individual sales representative.

www.DTNProgressivefarmer.com

Ad Sizes:

Leaderboard: 728x90 pixels

Wide skyscraper: 160x600 pixels

Big box: 300x250 pixels

- Accepted file formats: HTML, JavaScript, Macromedia Flash, Java, DHTML, GIF, JPG
- Default creative (in GIF/JPEG format) must be submitted with all rich media files.
- Do not use HTML, BODY, and HEAD tags within the code.
- Images should be hosted locally whenever possible. Nested tables are not recommended.
- FORM tags should appear outside of TABLE tags.
- Files must be under 40k to be served.

Third-party information

- Creative sent via ad tags have no file size limit. (Third-party ad served)
- Any interactivity, including expandable banners and streaming audio/video, should be user-initiated, unless otherwise approved by the Web site.
- For Flash ads, please follow click-through coding instructions for the appropriate ad server. Please provide both Flash and a jpeg version of the creative. This will allow users without the Flash plug-in to see the jpeg file. File can't exceed 40K.
- Click tags should be placed in the ActionScript code exactly as listed for the URL in a getURL action.
- Ad production cannot guarantee that click-through data will be tracked for all of the rich media technologies that are third-party served.
- All third-party tags should be submitted with clear instructions regarding the implementation of click-tracking redirects and cache busting information.

Expanding ads

- Initial Pane: 300x250 pixels
- Expansion is to occur downward or left expansion.
- Expanded dimension must not exceed two times original size.
- Max weight of initial download: 40k
- Total load for file must be under 100k
- Rich media ads are available ROS, excluding the homepage unless approved by the web site.
- Mouse over/mouse off: When the user passes a mouse over the creative, the panel expands. When the mouse is removed the panel is to retract.
- Click open/click closet: The creative can be set to expand with user click. The panel is to retract when the mouse is removed or with a second user click.
- All creative must contain prominent play, stop, pause and mute buttons.
- Must contain prominent close buttons on panels.

Digital Ad Specifications

Reverse expandable ads

- With reverse expandable panels, the expandable portion of the panel will pre-expand for one second and then automatically retract.
- The pre-expanding portion of the panel is frequency-capped at once per user per day.

Rich Media Advertising Policy

- Reverse expandable ads will be subject to a frequency cap of one per use per 24 hours. On subsequent views, the unit will act as a standard expandable unit.
- Advertisements must have a border, cannot mimic news headlines in design, tone, third- party sentence or structure.
- All advertisements will be reviewed by DTN/The Progressive Farmer and are subject to approval before placement on site.
- DTN/The Progressive Farmer reserves the right to maintain the integrity of the user experience on its sites and reserves the right to remove any advertisement which is deemed annoying and/or harmful to our users in any way.

DTN Professional Online

Ad Size:

Wide skyscraper: 160x600 pixels

Big box: 300x250 pixels

- Accepted file formats: HTML, JavaScript, Macromedia Flash, Java, DHTML, GIF, JPG.
- Files must be under 40k to be served.

DTN Professional Satellite

Ad Sizes:

Banner: 640x48 pixels

- GIF-format, 72 dpi, index 256 color. No animation/flash. Max size 10k.

Sub menu: 296x396 pixels

- GIF-format, 72 dpi, index 256 color. No animation/flash. Max size 40k.

Landing page: 640x460 pixels

- GIF-format, 72 dpi, index 256 color. No animation/flash. Max size 288k.

Forced front page: 640x460 pixels

- GIF-format, 72 dpi, index 256 color. No animation/flash. Max size 288k.

Screen saver: 640x460 pixels

- GIF-format, 72 dpi, index 256 color. No animation/flash. Max size 288k.

DTN E-Blasts

Ad Sizes:

Special Offer E-blast: 600x250 pixels or custom designed HTML

- If 600x250 pixels: GIF or JPG. 72 dpi, index 256 color. No animation/flash.

Editorial E-Blasts: 728x90 pixels or 300x250 pixels

- GIF or JPG. 72 dpi, index 256 color. No animation/flash.

DTN Online Video

- 15-second pre-roll: Ad plays before featured content.
- 30-second post-roll: Ad plays following featured content.
- Videos are to be submitted in DV format.
- 768x432

Digital Ad Specifications

DTN Morning Snapshot E-newsletter

Ad Size:

Banner: 728x90 pixels

Square Box: 300x250 pixels

- Accepted file formats: GIF, JPG
- Files must be under 40k to be served.

Frequency: Daily

DTN/The Progressive Farmer CattleLink E-newsletter

Ad Sizes:

Banner: 728x90 pixels

Square Box: 300x250 pixels

- Accepted file formats: GIF, JPG
- Files must be under 40k to be served.

Frequency: Weekly, every Tuesday

Best of DTN/The Progressive Farmer E-newsletter

Ad Sizes:

Banner: 728x90 pixels

Square Box: 300x250 pixels

- Accepted file formats: GIF, JPG
- Files must be under 40k to be served.

Frequency: Weekly, every Saturday

All digital ads should be sent to:

Ann Dillard
ann.dillard@telventdtn.com

Billing remittance address:

Telvent DTN, LLC
26386 Network Place
Chicago, IL 60673-1263

All digital ad insertions should be sent to your individual sales representative below

Chicago

Steve Mellencamp
steven.mellencamp@telventdtn.com
312.252.1493

Dave Kathe
dave.kathe@telventdtn.com
312.252.1492

Sheri Seger
sheri.seger@telventdtn.com
312.252.1491

Birmingham

Leah Kilgore
leah.kilgore@telventdtn.com
205.414.4709

Detroit

Susan Hunyor
susan.hunyor@telventdtn.com
313.600.0039

Minneapolis

Matt Herman
matthew.herman@telventdtn.com
612.812.5833

St. Louis

Carol Kindinger
carol.kindinger@telventdtn.com
314.452.3576