



## High-impact agribusiness marketing solutions

DTN Marketer is the most-effective marketing, sales, and service solution that helps your business reach top producers in your area. With the unmatched reach of the DTN/*The Progressive Farmer* network in agriculture, DTN Marketer gives you everything you need to connect with customers and prospects, build loyalty, and motivate transactions.

More than 70 percent of top producers trust and rely on DTN/*The Progressive Farmer* to make their critical marketing and production decisions, and roughly 225,000 total producers access the DTN/*The Progressive Farmer* network through Internet or satellite each day. This trusted relationship and broad access to top producers makes DTN/*The Progressive Farmer* a great marketing partner for agribusiness.

### Reach top producers each day

Create a professional business presence where your customers and prospects work today — on DTN/*The Progressive Farmer*. Highly-visible marketing at the right time ensures you are the first one your customers and prospects think of when they are making daily decisions. You'll be set up with your own branded partner site on DTN/*The Progressive Farmer*, and your own personalized, full-feature website on the Internet — each with your logo, products and services, expert commentary, grain bids, and other information valuable to your customers and prospects.

High-impact advertising placement will drive customers to your sites on the Internet and satellite. Your branded advertisements appearing in high-traffic areas will help generate additional activity to your business. You'll reach customers at the exact time they are making their key decisions.

Direct communication tools will deliver your targeted message and ensure that it is seen. DTN Marketer allows you to communicate with your customers in a cost-effective manner every day, through a source they trust.

### Maximize the impact of your marketing dollars

Reach your targets more often and for less money. On average, DTN/*The Progressive Farmer* subscribers access the network six times per day, five to six days a week, for an average of 33 minutes each day.

This generates an impression rate more frequent and cost effective than radio, print, or direct mail. With click-through capabilities from your ads, the ability to customize your message daily, and unmatched frequency — DTN Marketer is more effective than any other advertising medium.

### Build customer loyalty and drive new sales

Make it easy to do business with you. DTN Marketer allows your information to be readily accessible to customers and prospects when they need it — while they are making key decisions. By offering this convenience, you build loyalty and a new level of dependency as their local partner.

Differentiate your business and be the local expert. Set yourself apart from the competition by providing your customized messages on DTN/*The Progressive Farmer* including commentary, special promotions, agronomic conditions, and cash bids.



Build awareness which will lead to increased traffic and transactions with your presence on the DTN/*The Progressive Farmer* network. Your ads will put you in the right place when prospects are making critical decisions — generating traffic to your customized sites and motivating customers to do their business with you.

## Save precious time and money

Automate routine tasks and accurately post important information — such as cash grain bid prices, events, and schedules — with your DTN Marketer sites. This saves you money and time answering calls and doing routine mailers. Free up additional resources by optionally adding online transaction capabilities and posting customer account details.

DTN Marketer is fast and easy to use. We provide you with simple tools to quickly and easily add content and make general modifications to both your DTN/*The Progressive Farmer* partner site and your website simultaneously. You won't have to pay a programmer or wait on someone else's schedule to update your sites.

## Why DTN Marketer?

DTN/*The Progressive Farmer's* is agriculture's leading provider of markets, weather and news. The frequent daily usage of the solution by top producers assures that your message will be seen often and by the right audience. DTN Marketer is the most comprehensive, feature-rich, easy-to-use marketing solution available to maximize your profits and reach major customers in your trade area.

More local and regional agribusinesses partner with DTN/*The Progressive Farmer* to build their business. Can you really afford not to have DTN Marketer handling the details and working for you?